

Pitch for Press Release

Good morning, <First Name>.

I hope you're doing well today. This message is in regards to America's Best Invention 2008 - the contest for new inventors, sponsored by Orca Communications. Since you've covered new inventions and consumer products, I thought this contest might be of particular interest to your readers.

Orca has helped thousands of new inventors and entrepreneurs to become successful. We love what we do because we know there are tons of interesting start-ups out there that really need a boost. We designed this contest in order to help those types of businesses by providing them with a platform to launch their product while making it interesting and fun for everyone!

Below is a full press release, and I'd be happy to provide you with more details or set up a time for you to interview our CEO, Julia Hutton. You can also check out our website at www.OrcaCommunications.com.

Press Release

RACE TO THE FINISH! AMERICA'S BEST INVENTION CONTEST HEATS UP AS FIRST MONTH DRAWS TO A CLOSE

- Nationwide Competition in Full Swing In Search of the Most Innovative Consumer Product of the Year. Comprehensive Media Campaign Awards Up for Grabs—Total Prizes Valued at More Than \$60,000 -

Phoenix, AZ – February 13 – The excitement is building for America's Best Invention 2008, an annual competition sponsored by Orca Communications where American inventors are challenged to submit their most innovative product or invention. Each month a semi-finalist will be chosen to be included in the Best Products Media Guide™ and the grand prize winner will walk away with a comprehensive three month Public Relations campaign, providing exposure to the world's most powerful media outlets.

Orca Communications, a Phoenix based PR firm is widely known as America's PR Firm for Inventors and Entrepreneurs. The firm has been the driving force behind many multi-million dollar inventors that started out with Orca in its beginning stages. "Many of our clients had little to no revenue when they first came to Orca," said Julia Hutton, Founder and CEO. "We've helped many inventors and entrepreneurs grow their business to heights far beyond their expectations, and we're so excited to give other start-ups a boost with their cool new idea." Orca's many clients include Mom Inventors Inc., Lia Sophia, Count Me In, Care.com, Forever Resorts, Cirrus Healthcare, Learning Express, and much more. The firm also represents individual multi-million dollar entrepreneurs and inventors, such as Kathleen Whitehurst of Days Ago Digital Timer, whose product was recently featured on *Oprah*.

“We’ve had contestants tell us that they have been waiting for a lifetime for an opportunity like this!” said Debra Jones, Orca’s Director of Marketing. “One contestant even wrote in on behalf of her sister’s new invention. Our goal is for this competition to become a platform for budding inventors.”

Contestants are invited to submit a brief video showcasing their product, which must be patented or patent-pending and immediately marketable to the public. The products will be judged by a panel of Orca’s management team who collectively possess more than 75 years of experience working with inventors, entrepreneurs and small business owners. Visit www.OrcaCommunications.com for official contest rules.

About Orca Communications Unlimited, LLC

Orca Communications Unlimited is a full service public relations firm widely known for its hard-hitting, highly effective, out-of-the-box approach to public relations. Orca works with clients in a uniquely collaborative process to create and execute public relations campaigns resulting in millions of media impressions and significant growth for its clients. Orca’s creative and savvy publicists use their extensive media background to advantage when generating press coverage. Orca delivers substantial results, each and every time. The company offers full-service, individual PR campaigns custom tailored to a company’s goals. They also produce the *Best Products Media Guides*: affordable group PR campaigns aimed at national press.

Orca specializes in consumer PR in all industries including: juvenile products, pet, home & garden, style & beauty, gourmet food, retail, travel, health & safety, literary, trends & gifts, technical innovations, real estate and much more.

Orca Communications Unlimited, headquartered in Phoenix, Arizona, was founded in 2002 by Julia Hutton, a 40-year public relations veteran. In 2008, Orca was selected by *Arizona Woman Magazine* as one of the top 25 places for women to work. For more information, please visit the Orca Communications web site at www.OrcaCommunications.com or contact Dee Ransom at dee@orcacommunications.com.

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