



The 3FOUR1 Launch Event

La Duni NorthPark, September 10

***3FOUR1** – a new Dallas-based consulting firm offering an innovative take on the traditional cross-promotional event format for businesses and not-for-profits - will be holding its launch at La Duni NorthPark on Thursday, September 10, 2009 at 6:30 p.m. Designed to showcase the format's numerous benefits, it will feature eats and drinks from La Duni, an informal fashion show by Custo Barcelona, music from DJ Touf, photography by Holly Kuper and the programming of local not-for-profit iMedia.*

Dallas, Texas, August 31, 2009 – The 3FOUR1 launch event on September 10 features five carefully-selected co-hosts and is designed to highlight the benefits to local businesses and not-for-profits of the company's singular approach to the traditional cross-promotional event format.

Guests may register to be on the VIP Guest List for free entry to the event at <http://3FOUR1.eventbrite.com>.

“3FOUR1 – ‘three co-hosts, four promoters, one great event’ – is all about helping businesses and not-for-profits leverage their assets to the greatest effect, but doing it in a fun and fresh way,” says co-founder Rebecca Eldredge.

For each **3FOUR1** event, a minimum of two non-competitor businesses and a not-for-profit will be matched to serve as co-hosts for the evening. Matching criteria are based largely on a shared current or desired target market and the ability to provide an "in-kind" contribution to the event that showcases each participant's products, services or programming and enhances the enjoyment of the guests.

The patio at **La Duni** – facing onto NorthPark’s elegant CenterPark – represents an ideal venue for the launch, the much-loved restaurant’s complimentary hors d’oeuvres and attractive drink specials providing further enticement.

Seeking a seasoned and talented photographer, **3FOUR1** turned to **Holly Kuper**, whose experience ranges from spreads in Newsweek, Forbes and Time to shooting events for such locally-based corporations as Frito-Lay. For a selection of eclectic, vibe-setting tunes, they have sought out **DJ Touf** (a.k.a. Jeff Huynh) whose skill and professionalism have already made him a favorite for both private and corporate occasions.

Custo Barcelona, a Spanish label which offers dramatic, not-to-be ignored fashions for both men and women, was an obvious choice for an informal fashion show featuring their vibrant fall collection.

Featured not-for-profit **iMedia** offers television production services and training as well as outreach to local students, and is a brilliant fit as it serves as a unique means through which local individuals, businesses and organizations get their word out and voices heard.

“What we provide is the opportunity for quality ‘face time.’ Our clients get to reach out to their own customers, those of their fellow co-hosts, and other guests, and give them the chance to directly experience what they to offer,” says co-founder Adam Endick. “We also want to mix things up. The matching possibilities are almost endless, but they also require us to be creative, which is part of what keeps things interesting – both for us and for our clients.”

The 3FOUR1 Launch Event kicks off at 6:30 p.m. on September 10, 2009 at La Duni’s NorthPark location.

For additional information, contact Rebecca Eldredge or visit <http://www.3four1.com>.

About 3FOUR1:

3FOUR1 is a new Dallas-based consulting firm that offers an innovative take on the traditional cross-promotional event format. Incorporating elements of cause-related marketing,

3FOUR1 assists businesses and not-for-profits (NFPs) in offering guests a fun, memorable, multi-layered experience, one that stimulates a variety of senses and engages the mind. Awareness of the products, services or programming offered by event co-hosts is raised through direct experience and interaction in a number of different contexts, offering the co-hosts the opportunity to use an array of approaches to effectively drive sales or cultivate donors.

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