



GIFTED
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Gifted Presence Presents Swag Bags to Celebrities and VIP Guests at the 2008 Adventa WTT Smash Hits Tennis Charity Event.

After Receiving their Luxurious Gift Bags, Team Elton John Went on to Win 23-16 Over Team Billie Jean at the 16th Annual Event at Kennesaw State University.

Atlanta, GA, October 13, 2008—Atlanta-based entertainment marketing firm, Gifted Presence, created lavish gift bags for hosts Sir Elton John and Billie Jean King as well as for celebrity players Andy Roddick, Anna Kournikova, Martina Navratilova and other VIP guests at the annual charity event which raised more than \$400,000 for the Elton John AIDS Foundation and the Atlanta AIDS Partnership Fund.

More than \$171,000 of the event's total was raised in a live auction with top items including two Wimbledon packages with Billie Jean King's personal Center Court seats which sold for \$21,000 each, Elton John's autographed piano bench and a Super Bowl package. Roddick wrapped up the auction with a winning \$17,000 bid for artwork created by Martina Navratilova with Slovak artist Juraj Kralik. The pieces are created when Navratilova hits paint-soaked tennis balls onto a blank canvas.

The gift bags, valued at over \$1,000, were presented in Watergeeks tote bags and filled with the hottest new products including stainless steel canteens, sunscreen wipes, bath & body products, bamboo t-shirts, iPod jewelry, candles, and more.

Contributing Companies:

- **Acqua di Parma** (www.acquadiparma.com) Blu Mediterraneo products with three product ranges to enhance body and spirit: energizing, toning and relaxing
- **Altru by Gamillah** (www.altrubygamillah.com) Aromatic soy-blend candles
- **Blue Q** (www.blueq.com) Coin purses with beautiful graphics
- **Boho Magazine** (www.bohomag.com) Green fashion magazine
- **Cactus & Ivy** (www.cactusandivy.com) Home fragrance reed diffusers
- **Ceci Cela** (www.cecicelaessentials.com) Almond Moisturizing Body Bar enriched with a blend of oatmeal, shea butter and Vitamin E
- **Designs by Lolita** (www.designsbylolita.com) Hand-painted 'Tennis-Tini' glasses complete with recipe on the bottom
- **Detour Bar** (www.detourbar.com) High-protein snack bars with the nutritional advantages of whey protein and the universal taste appeal of a candy bar
- **Hickox Studio** (www.hickoxstudio.com) High-quality hair care products
- **Icepod** (www.icepod.com) Luxurious wearable jewelry for iPods, iPhones, and other hand-held gadgets
- **Icybag** (www.icybag.com) Insulated and chilled accessory bag that protects heat-sensitive items from the damaging effects of the heat and sun



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- **Jemma Kidd Makeup School** (www.jemmakidd.com) Eye Wardrobe Colour Quartet
- **Lotus House Tee** (www.lotushousetee.com) 100% Bamboo t-shirts that are good for the planet, body and soul
- **N8B** (www.n8b.com) Premium personal care products for active men and women
- **Philosophy** (www.philosophy.com) Shear Splendor Restorative Shampoo's bio-peptide and soy-based formula for people with chronically dry or aging hair
- **Shady Day** (www.shadydayinc.com) Award winning SPF 30 wipes provide a convenient mess free way to apply broad spectrum UV protection
- **Shelissa's Lip Balm** (www.shelissa.com) Organic, natural lip balms with an eco-chic twist
- **Simone France** (www.simonefrance.com) Complexion Perfection Mask and Instant Radiance Mask by French-born skin care expert, Simone
- **The Watergeeks Laboratories** (www.thewatergeeks.com) BPA free Stainless Steel Canteen's are great alternative to plastic water bottles...lightweight and ergonomically designed with wide mouth top

About Elton John AIDS Foundation (www.ejaf.org)

Established by Sir Elton John in 1992, the Elton John AIDS Foundation (EJAF) is one of the world's leading nonprofit organizations supporting innovative HIV prevention programs, efforts to eliminate stigma and discrimination associated with HIV/AIDS, and direct care and support services for people living with HIV/AIDS. Since its founding, EJAF has raised over \$150 million to support urgently needed programs across the US and in 55 countries around the globe.

About Atlanta AIDS Partnership Fund (www.aidsfundatlanta.org)

The Atlanta AIDS Partnership Fund is a collaborative funding partnership between The Community Foundation for Greater Atlanta, United Way of Metropolitan Atlanta, the Elton John AIDS Foundation, the National AIDS Fund, the Design Industries Foundation Fighting AIDS, Fashion Cares and individual donors. Since its inception over a decade ago, the AIDS Fund has awarded more than \$11 million in grants to help care for people living with HIV/AIDS and to fight the spread of the disease.

About Gifted Presence

Gifted Presence is an innovative specialty marketing company that offers a range of services including VIP gift bags, public relations, product placement, and celebrity seeding.