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a. Bright idea
verbal and visual communication

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A. Bright Idea launches a sports marketing arm and welcomes new clients including The Maryland Jockey Club and Angel City Designs LPGA Lifestyle Tent

BEL AIR, MD – A. Bright Idea, LLC, announces the addition of T.J. Brightman, vice president of client services, and the creation of a new sports marketing arm of the agency that already offers advertising and public relations. Brightman joins the team with over fourteen years experience in advertising and marketing, broadcast sales in radio and television along with an extensive background in sports marketing through associations with Major League Baseball and the National Football League.

“T.J.’s extensive advertising and marketing expertise and points of contact in the marketplace will help expand A. Bright Idea’s business both locally and nationally, giving us the ability to offer more overall services to our clients, including sports marketing sales support,” said Anita Brightman, President and Founder of A. Bright Idea, LLC.

Brightman, a graduate of The Pennsylvania State University has worked in radio and television sales, most recently vice president corporate sales and sponsorships for the Baltimore Orioles. Prior to overseeing Orioles Television and the team’s corporate sales effort, Brightman spent ten years with Infinity Broadcasting as a seller and manager. Brightman was the general sales manager for Infinity’s Baltimore sports station WJFK AM and co-managed the Baltimore Ravens Radio Network.

Since the creation of the agency’s sports marketing division, A. Bright Idea has secured relationships with The Maryland Jockey Club offering sponsorship sales support for the 131st running of the Preakness Stakes and select under-card races at Pimlico and Laurel Park, both MAGNA Entertainment venues. A. Bright Idea has also been contracted by Angel City Designs of Los Angeles and New York to offer sponsorship sales support for Angel City’s “LPGA Lifestyle Tent,” a unique onsite sponsorship opportunity for companies looking to create an interactive experience by putting their products in front of sports enthusiasts attending LPGA tournaments this fall.

A. Bright Idea, an award-winning advertising and public relations firm located in Bel Air, Md., provides verbal and visual communication solutions to government agencies and contractors, private industry and nonprofit organizations.



CAPTION: T.J. Brightman, Vice President of Client Relations, A. Bright Idea

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