

TRIBBLE CREATIVE GROUP



For Immediate Media Release

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Adults at Play Give Back to Hurricane Katrina Children

NEW ORLEANS, LA – Nearly 200 international customers of an energy company recently descended upon New Orleans for their annual industry conference. Little did they know that their private opening event would be more than their usual cocktail party, but an evening that affected the lives of children still reeling from the devastation of Hurricane Katrina.

As a prelude to creating a child-like environment, guests arrived by school buses provided by the Jefferson Parrish School System to the Sugar Mill, a warehouse transformed into a playroom complete with colorful soft tile floors, life-sized chess, checkers, Operation™, Twister™ and much more.

The evening began with guests designing their own hard hats – a creative alternative to the usual stick on name tag. A thrilling game of chess preceded the evening's team building activity – building children's bicycles.

The culminating moment came when it was announced that all of the bikes they were building, every single toy and game, and all art supplies used to decorate their hard hats were being donated to the Boys and Girls Club of Southeast Louisiana (BGCSL).

Johnny DiBartolo, president and CPO of the BGCSL, was on hand to receive the gifts. DiBartolo shared with guests that so many in New Orleans fled their homes with children only being able to take one or two of their favorite toys. *“The donations of toys, bikes and games will help remind our club members about the joys of being a child, given that so many of them had to grow up early as a result of Hurricane Katrina. Many of them lost all their toys, games and clothing in the flood.”*

Jacqui Chenard is a project manager with Tribble Creative Group, a Charlotte, NC event production and multi-media company that managed the event. Chenard was thrilled with the response. *“People showed up expecting their normal cocktail hour. They walked away wanting to give more.”* Chenard added *“Tribble is all about producing powerful experiences, but we're also about changing the communities in which we live and work.”*

The adult-sized playground and donation of bicycles was only the beginning of the night's charitable giving. Second Harvest Food Bank of Greater New Orleans and Acadiana received all unused food from dinner. Even the bar was stocked with Absolut New Orleans Vodka with 100 percent of profits from purchased cases donated to Gulf Region charities. And finally, local vendors were primarily used for all elements of the evening.

"This is a gift that keeps on giving," said Thomas Falgout, vice president of operations for the BGCSL. *"It is just tremendous that there is support from companies that helps fulfill the Boys and Girls Club of Southeast Louisiana's mission."*

About Tribble Creative Group

For more than two decades, Tribble Creative Group's award-winning approach to event and multi-media production has earned a reputation for delivering imaginative ideas to captivate audiences nationwide. Tribble's team of professionals provides a creative force to bring your marketing to life. We redefine experiences through full-service event, conference and multi-media production, graphic design, concept and sponsorship development, media support, and consulting.

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