



BDA CARES FOUNDATION CELEBRATES LAUNCH WITH ‘ROCK THE NEEDLE’ FUNDRAISER FEATURING UNIVERSITY OF WASHINGTON BASKETBALL COACH LORENZO ROMAR

Woodinville-Based Merchandise Agency Establishes Non-Profit Foundation in Support of Domestic Violence Education and Awareness Programs

Woodinville, WA – January 20, 2012 — Bensussen Deutsch & Associates, Inc. (BDA), the nation’s premier Merchandise Agency™, today celebrates the formation of the BDA Cares Foundation with the “Rock the Needle” charity event at the Space Needle. BDA employees will show their strength by walking 1,000 miles on the Space Needle’s observation deck in support of domestic violence.

The foundation, dedicated to the prevention of violence against women and children, was created by BDA co-founders, Eric Bensussen and Jay Deutsch, as a result of the impact of a domestic violence tragedy within the BDA community.

“Last year, our company experienced the tragic consequences of domestic violence,” said Deutsch, BDA CEO. “Through our shared heartbreak, we looked to one another for strength, and as BDA does best, we rallied. The BDA Cares Foundation represents our company’s commitment to take action, stop the violence and make a real difference in the lives of people in our own community and beyond.”

The driving force behind the BDA Cares Foundation is *Susan’s Rock*, named in honor of the longtime BDA family member lost to domestic violence. Established to deliver the message to stand strong for yourself and for those you care about, *Susan’s Rock* will be dedicated to prevention of violence against women and children by supporting causes dedicated to three key pillars:

- **Stronger Education** – Support domestic violence awareness and prevention coaching programs aimed at positively influencing how young men think and behave.
- **Stronger Empowerment and Networks for Women** – Improve the resources and services that provide domestic violence survivors options for safety, healing and hope for themselves and their families.
- **Stronger Legislation & Enforcement of our Protective Laws** – Strengthen the criminal justice system affecting the enforcement of domestic violence criminals.

As part of today’s kickoff efforts, BDA is hosting “Rock the Needle,” a company-driven domestic violence fundraising event. Nearly 400 BDA associates will show their support of domestic violence awareness by walking laps around the observation deck and skyline levels of the Space Needle, the city’s most famous landmark. In combined efforts, the company aims to walk 1,000 total miles.



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University of Washington men's basketball coach Lorenzo Romar, who is very involved in supporting awareness and education about the devastating effects of domestic violence, will be at the event to share his story and congratulate walkers as they reach their 1,000 mile mark atop the Space Needle.

BDA's generosity is reflected throughout the entire company and its clients and partners, who have already donated more than \$250,000 to support the BDA Cares Foundation's domestic violence initiative. These funds will directly support the development of programs that will end the devastating cycle of domestic violence.

To learn more about the BDA Cares Foundation or to donate, visit www.bdacares.org

About BDA Cares Foundation

At BDA, we are committed to creating meaningful change in the communities we serve. The enthusiasm of our employees to give back inspired us to form the BDA Cares Foundation, a 501(c)(3) nonprofit organization, to oversee our philanthropic giving. For more information, please visit www.bdacares.org

About BDA

Bensussen Deutsch & Associates, Inc. (BDA), the nation's first and only Merchandise Agency™, provides marketing services and customized branded merchandise to Fortune 500 enterprises, major sports leagues and global entertainment holding companies. Clients come to BDA to extend their reach through custom branded-merchandise campaigns, integrated e-commerce marketing, and sports and entertainment sponsorship activation. Global brands such as Bank of America, Dell, GlaxoSmithKline, ExxonMobil, FedEx, Ford Motor Company, and Major League Baseball are but a few of the household names that rely on BDA to bring their marketing campaigns to life through merchandise. BDA attained the coveted Customs-Trade Partnership Against Terrorism (C-TPAT) certification in 2008 highlighting the company's advanced quality assurance practices for importing products from overseas. For more information on the power of merchandise, visit www.bdainc.com.

About the Space Needle

The Space Needle officially opened on April 21, 1962 – the first day of the World's Fair. Seattle's Icon will celebrate its 50th Anniversary this year. It remains the most popular attraction in the Pacific Northwest today.

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