

FOR IMMEDIATE RELEASE

Media Ink. Sponsors Denese Balmer in El Tour de Tucson

Cyclist to Ride in Support for Tu Nidito Children and Family Services

September 15, 2008—Tucson, Arizona - Media Ink., a public relations firm serving the graphic arts, printing and imaging markets as well as advocacy and public policy headquartered in Tucson, today announced its sponsorship of Denese Balmer in El Tour de Tucson. Scheduled for Saturday, November 22, 2008, El Tour de Tucson is America's largest perimeter cycling event that draws around 10,000 cyclists of all ages and abilities from all around the world.

Denese Balmer's riding efforts will support the Tu Nidito Children and Family Services (<http://www.tunidito.org>), a successful non-profit agency dedicated to aiding children impacted by serious illness and death. Riders in the 26th El Tour will also be raising funds for American Parkinson Disease Association, Ben's Bells Project, Big Brothers Big Sisters of Tucson, Diamond Children's Medical Center, Leukemia & Lymphoma Society, Water for People and other Perimeter Charities including Global Sports Alliance-ECO Flag Program. Last year, the event rose over \$1.8 million dollars.

"I chose to support Tu Nidito Children and Family Services because it is one of the only agencies in Arizona dedicated to providing a comprehensive continuum of child-centered care to children who have a life-threatening illnesses or children grieving the loss of a loved one," stated Denese Balmer. "Children and families should not have to go through these difficult times alone and I'm glad knowing my training and cycling efforts in the El Tour de Tucson will support families afflicted with life threatening illnesses. I am grateful for the sponsorship Media Ink. has provided me. It will allow me to better assist the families in need"

Denese is resident of Valencia, California and works in both the fashion and interior design industries. She is a graduate of Western College of Allied Health and in addition to cycling, Denese has participated in a number fundraising sporting events including four marathons and numerous 5k's.

Those wishing to join Media Ink. in support of Denese's effort may do so in here name at <http://www.tunidito.org/donation.html>.



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About Media Ink.

With offices in Minneapolis, Minnesota, Sioux Falls, South Dakota and headquartered in Tucson, Arizona, Media Ink. is a public relations and marketing firm specializing in the graphic arts, printing and imaging industries as well as non-profit advocacy and public policy. Media Ink. serves as both public relations counsel and as advisors to management teams. Due to established working relationships with the media, corporate executives, association leaders and other professionals, Media Ink. is able to provide tangible results for its clients. For more information on Media Ink., contact Mark Bonacorso, at 520-825-0217, email at markb@mediaink.biz or on the web at www.mediaink.biz.

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