



Michele Meehan Discovers Golden Opportunity at DM Days of New York

Richmond, VA - Michele Meehan of Boston found her golden opportunity at DM Days of New York when she won a genuine one ounce American Eagle Gold Coin. Meehan, who entered a contest to win the gold coin at Colortree of Virginia's booth, is a senior production manager at Amergent. Upwards of 90 prospects entered to win the coin, which is valued at nearly \$1,000.00

"Amergent is not a Colortree customer, but after visiting their booth at DM Days in New York, I am enthusiastic about discussing envelope solutions with them for some of our direct mail campaigns," said Meehan. "Winning the Gold Eagle Coin was the icing on the cake."

The contest was part of a full-color direct mail campaign designed to drive qualified traffic to the Colortree booth at DM Days. Five hundred invitations were mailed to pre-qualified prospects who purchase full-color direct mail envelopes. The response rate for the contest was 17.8%

"The Golden Opportunity direct mail campaign was coordinated with our booth graphics to generate a high level of interest in Colortree's products at DM Days Conference in New York. Many who entered the drawing for the gold coin kept checking in at the booth to determine the spot gold price during the two days of the show. The contest created great booth traffic and was both fun and rewarding for all participants," said Ed Glaser, director of marketing, Colortree of Virginia.

Colortree of Virginia, a manufacturer and printer of full-color direct mail envelopes. Established in 1988, Colortree is headquartered in Richmond, Virginia. For more information, visit www.Colortreeva.com.

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