



For Immediate Release

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*'Design Not Drama' Campaign Asks Teens to Show  
How they Keep their Drama on the Down Low*

SAN DIEGO, Calif. (November 11, 2008) – California Teens: Create a t-shirt design that expresses how you own your own drama in your relationship and you could be a star! The 'Design Not Drama' contest, powered by social media advertising network Brickfish, is part of an interactive campaign at BOM411.com to showcase youth-generated solutions for developing healthy relationships. Located at [www.designNotdrama.com](http://www.designNotdrama.com), the contest is open to California residents aged 15-19. The grand prize winner, based on most creative, best slogan and best reflection of theme, will receive a \$1,000 Apple® Gift Card, 20 copies of his or her t-shirt and the design featured on the BOM411.com website.\*

"Young people have the answers," said Deb Levine, Executive Director and Founder of ISIS. "The 'Design Not Drama' campaign is simply a platform for youth to show their creativity and savvy to other youth about how to keep it real in their personal relationships."

In addition to the grand prize winner, a panel of judges will select one runner-up and four most viral entries. The runner-up will receive a \$750 Amazon® Gift Card and the most viral winners will receive \$500 Best Buy® Gift Cards.\* All winners will be featured on the BOM411.com site.

Brickfish social media campaigns facilitate online marketing that engage people in a meaningful dialogue. People create exciting, personalized user-generated content (UGC) around a theme, and then virally share the campaign and their content with their vast social networks via email, blogs, instant messaging and more.

"In this day and age it is so important to give teens an outlet to express themselves," said Nichole Goodyear, President/CEO and Co-founder of Brickfish. "The BOM411.com viral initiative is the perfect way to reach teens online and give them a safe place to discuss their relationships. We look forward to the positive impact this campaign will have on today's youth."

The "Design Not Drama" campaign ends December 5. For complete campaign rules and details, visit <http://www.brickfish.com/Lifestyles/DesignNotDrama>. For more information about Brickfish, visit [www.brickfish.com/company](http://www.brickfish.com/company). For more information about BOM, visit [www.bom411.com](http://www.bom411.com).

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### About BOM

BOM stands for Boss of Me. Sometimes relationship drama can get out of control. That's what happens when anger, fear and insecurity take over. If you need help keeping it together, use the tools at BOM411.com to keep it in control. If the drama gets out of control, call 1-888-3BOM-411 and talk it out with someone who's been there. <http://www.bom411.com>

### About Brickfish®

Brickfish®, a leading social media advertising network, enables brand advertisers to reach their target audience on the social Web through viral marketing campaigns that engage consumers in a meaningful brand dialogue. Consumers create exciting, personalized brand-focused user-generated content (UGC) and then virally share the campaign and their content with their vast social networks via email, blogs, IM and hundreds of social networks. Additional campaign participants interact with the brand by creating, reviewing, sharing, voting upon, and watching brand-relevant content. All of these brand engagements are tracked with patent-pending Viral Map™ and Geo View technologies, which provide detailed data on the reach, engagement, and viral activity of each campaign across the Web and geographically. Brickfish uses an exclusive Cost Per Engagement® (CPE®) model for pricing and measuring consumer participation in online advertising campaigns. Brickfish has launched more than 250 successful campaigns for some of the world's premier brands, including Kodak, Nike, Samsung, Coach, Givenchy, The North Face, Intuit, Qualcomm, and more.

\*Apple®, Best Buy®, and Amazon® are not participants or sponsors of this promotion. Apple is a registered trademark of Apple, Inc.

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