



TWO BY TWO FOR AIDS AND ART 2009

A benefit for amfAR and the Dallas Museum of Art
Dallas, Texas

PUBLICITY

Two by Two for AIDS and Art is one of the most eagerly anticipated and widely publicized events in Dallas. The event's public relations staff manages all press and celebrity-related issues surrounding the event and works with the sponsors' publicity teams to develop a media strategy. In addition to working to secure celebrity attendance and press coverage, the publicity team's priority is to work to ensure that our corporate sponsors' message and brand identity are communicated and represented with accuracy. The goal is to secure significant media attention for the sponsor to maximize their exposure through interviews and photo opportunities.

The press coverage of previous *Two by Two for AIDS and Art* benefits has been extensive. The galas are regularly featured in the pages of *The Dallas Morning News*, *PaperCity*, *Park Cities People*, *D Magazine*, *Town & Country* as well as countless other newspapers and magazines around the country.

Following is a small selection of the coverage the *Two by Two for AIDS and Art* benefits have garnered.

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