



# PRESS RELEASE

**For more information:**

Media Inquiries: [info@madhousefl.com](mailto:info@madhousefl.com)  
Arlene Segovia @ 786-393-8955



## **Bright House Networks Presents Shopapalooza!**

St. Petersburg, FL (August 8, 2011) -- LocalShops1.com and MADHouse, Inc. are happy to announce Bright House Networks has joined the shop local effort as the Presenting Sponsor of Shopapalooza, the ultimate shopping extravaganza.

"We are focused on expanding and delivering the shop local message in the Tampa Bay area and the sponsorship with Bright House Networks will allow us the opportunity to extend our efforts effectively," said Arlene Segovia, managing co-partner at MADHouse, Inc. and co-producer of the event.

In addition, Telemundo has joined Shopapalooza as a Media Sponsor and will be the main vehicle for reaching out to the growing Hispanic community. The addition of television promotion in both the general and Hispanic market media mix will provide greater exposure for vendors at Shopapalooza.

Shopapalooza, is a one-day shopping event scheduled on November 19, 2011 from 10am - 4pm at the University of South Florida- St. Petersburg.

For sponsorship information contact Arlene Segovia at (786) 393-8955 or to sign up as a vendor log onto [www.localshops1.com](http://www.localshops1.com).

### **About LocalShops1.com**

[LocalShops1.com](http://LocalShops1.com), launched in August 2008, connects local, independent businesses and community-minded shoppers all over Tampa Bay. In 2010 [LocalShops1.com](http://LocalShops1.com) was recognized as the region's best voice for small businesses.

### **About the agency**

MAD House, Inc. is a full-service advertising and marketing agency with a specialization within the U.S. Hispanic market and focusing on small to mid-size companies. Services include printing and promotional items. MAD House, Inc. is based in Tampa, Florida. For more information, visit [www.madhousefl.com](http://www.madhousefl.com) or on FaceBook @MadhouseFIFan.

##