



Press Release Contact Information:

Dan Lobring
rEvolution
Manager, Public Relations
E-Mail: [Email us Here](mailto:Dan.Lobring@revo.com)
Website: [Visit Our Website](http://www.revo.com)

rEvolution's Negro Leagues Mobile Museum Tour for Yellow Roadway Worldwide Wins Global Marketer's Diamond Award for Best Practices in Marketing

rEvolution president John Rowady and senior vice president Darren Marshall were present last week to accept the award during Global Marketer's ceremony in New York.

/24-7PressRelease/ - CHICAGO, IL, February 09, 2008 — rEvolution, the Chicago-based integrated sports marketing and media services agency, was awarded the 2007 Diamond Award for Best Practices in Marketing for its "Times of Greatness Campaign," executed on behalf of Roadway Express, a brand extension of Yellow Roadway Worldwide, the Kansas-based, business-to-business logistics company. The award-winning mobile museum tour featured a customized 53-ft. double-expandable trailer museum telling for the first time the innovative story of Negro Leagues Baseball (NLB), including artifacts such as jerseys, photos and other baseball memorabilia, on loan from the NLB Museum in Kansas City, MO. The NLB mobile museum tour traveled to 75 Major League Baseball stadiums between 2005-2007, while playing host to exclusive VIP events for Roadway Express customers, as well as museum viewings for the public.

"Based on our experience in motorsports and event management, we custom-designed a mobile marketing program for Roadway Express and partnered with Major League Baseball teams to deliver an impactful business-to-business and multi-cultural marketing initiative," said Rowady. "Not only did the program succeed as a unique experience for Roadway Express to target logistics decision makers, it also served as a historic showcase for baseball fans throughout America to learn about the many roles the Negro Leagues played in influencing modern day baseball."

As a result of the "Times of Greatness" program, Roadway Express has been able to solidify relationships with more than 20,000 of their customers and prospective customers. Many incremental shipping and logistics agreements were forged directly at "Times of Greatness" tour stops, as well as after the events. With public viewing hours at most stops, both Roadway Express and the NLB achieved substantial increases in public awareness as thousands of fans in baseball cities across the United States toured the museum.

rEvolution's "Times of Greatness" campaign, along with over 60 agencies from more than 20 countries that produced winning campaigns, was honored Thursday night, January 31, at Global Marketer's Diamond Awards ceremony in New York. For a complete list of winning brands and agencies, visit <http://www.TheGlobalMarketer.com>.

"This year's total number of entries was a tremendous increase over last year's and included some of the most creative and sophisticated campaigns I've ever seen," said Amie Smith Hughes, awards chairman and managing editor of The Global Marketer, an Internet publisher of marketing case studies. "rEvolution's entry truly was outstanding because it was judged by an impartial jury against the best work from dozens of agencies worldwide."

About the Diamond Awards

Now in their second year, the Diamond Awards are produced by the editors of The Global Marketer, an Internet publisher of marketing case studies. Participation in the Diamond Awards is by invitation-only. Entries were organized by marketing discipline and product category and then judged by a panel of 17 client, agency and media executives from seven different countries. Among those serving on the 2007 Diamond Awards judging panel were representatives from Nickelodeon, eBay, PayPal, CNN, Yahoo!, In-Store Marketing Institute, Unilever, and Echo Designlab USA.

About rEvolution

A full-service sports marketing and media agency, rEvolution utilizes the platform of major sporting events, leagues, teams and athletes to promote its clients' consumer and business-to-business brands. rEvolution is Chicago-based with a global reputation. rEvolution's marketing division offers such services as creative strategy, sponsorship negotiation, branding, event marketing, promotion, research and hospitality. rEvolution's media selling, buying and planning division, called the rEvolution Sports Network, provides custom-designed, on-air strategies for advertisers interested in reaching national and regional audiences through college football and basketball, World Cup Soccer, as well as other major sports programming vehicles. Unencumbered by a network of holding company interests to consider, rEvolution, the mid-sized, independently owned agency, joins forces with clients in creating and implementing business-building ideas. Three long-standing industry experts, who possess more than 50 years of collective global sports experience and relationships, lead rEvolution's skilled team of professionals. More information about rEvolution and the experiences created and executed is available at

