

BLACKFIRE™

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JB Cumberland PR Puts Blackfire in the Spotlight Blackfire Chooses JBC PR as Public Relations Partners

New York City, June 2009 – For more than 20 years, Bruce Ancona, founder and CEO of the highly respected design firm A2, has believed in transforming bright ideas into clever consumer products. Continuing this mission, which he calls Reality-Based Design™, Ancona recently founded the company Blackfire™ whose first product introduction is the **Blackfire™ Clamplight**, a flashlight that clamps, stands and pivots, letting the user focus on the task at hand without worrying about balancing the flashlight. Chosen to launch this new innovation is the well-renowned New York-based PR-firm of JB Cumberland PR (JBC PR).



The strategic objective for the launch is to create a powerful voice for Blackfire and to position the Blackfire Clamplight, with its multifunctional and appealing design, as the superior flashlight on the market. Therefore, JBC PR will introduce the Blackfire Clamplight as a fun, useful tool and gift idea and will emphasize the anthropomorphic characteristics and the range of uses of the versatile tool. The campaign will target both traditional media and the blogosphere through multiple outreaches, product delivery kits and personal communication.

Blackfire, with its unusual and versatile new introduction, plans to continue to amaze consumers with innovative and relevant products, characterized by smart, functional design.

About JB Cumberland Public Relations

JB Cumberland PR was established in New York City more than 20 years ago in response to a clear need and opportunity to establish communications between the media – who need outstanding products and story ideas – and the manufacturers of quality consumer products, who want a better way to launch their brands and generate awareness and respect among discerning US consumers. Today JB Cumberland PR continues to be recognized for developing well-planned, strategic campaigns that contribute notably to the sales growth and brand recognition of its home, gourmet and lifestyle clients.

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