

Tagmaster/Dard Products Case Study

DP-60 Floating Starry Pen

Several generous celebrities got together to sponsor a summer theater program for underprivileged children in a California community. The day camp had two four week sessions that held several classes of up to fifty children. The children participated in daily improve games in addition singing, dancing and acting courses. At the end of each session the program held a camper talent show to showcase the children's hard work. A famous make-up artist and hair stylist came to assist the kids in getting ready, and costume loans were provided by a well known Hollywood studio. The hosting celebrities MC-ed the event, and at the end of each show gave the children a congratulatory parting goody bag. Inside the farewell gift was a matching t-shirt and cap partnered with the DP-60 Floating Starry Pen with the words "You're a Star" written on it in bold letters. The parents could not express their appreciation for the opportunity their children received, and the souvenir was a great reminder of the once in a life time experience.