



## The “Reality Cares” Foundation

### Challenge

Increase awareness for the “Reality Cares” Foundation.

### Solution

Buzz MG partnered with INTOUCH Weekly magazine. We created a media campaign that included print, TV, radio, and Internet. We created product placement opportunities for NIVEA, Atlantic Records, Surly Girl Studios, NFG, and Tony + Tina cosmetics.



### Results

Over 50 reality TV stars attended the event, including Omarosa Manigault-Stallworth, Heidi Bressler, Ethan Zohn, Jenna Morasca, Rob Mariano, Amber Brkich, Leah Gillingwater, Sam Solevey, and many others. The event, held at Kenneth Cole NYC, was featured in a 2 page spread in the May 31st double issue of INTOUCH Weekly magazine. The event was also covered in People magazine, US Weekly, several internet sites, radio shows, and newspapers.