



PictureU fuels Ford's Atlanta Falcons Sponsorship

Atlanta-based PictureU Promotions has been selected by J. Walter Thompson to manage and activate several elements of the Atlanta Ford Dealer Associations' sponsorship of the National Football League's Atlanta Falcons.

ATLANTA, GA ([PRWEB](#)) September 11, 2004 -- Atlanta-based PictureU Promotions has been selected by J. Walter Thompson to manage and activate several elements of the Atlanta Ford Dealer Associations' sponsorship of the National Football League's Atlanta Falcons.

The promotion, slated to begin at the September 19th home opener versus the Los Angeles Rams, will run throughout the regular season at all Falcon home games.

PictureU developed a green screen photo station that enables Atlanta Falcons game attendees and tailgaters to appear as if Falcons players are carrying them off the field. Attendees will be able to collect their picture within hours of the event by visiting a customized photo retrieval website.

The Atlanta Ford Dealer Advertising Associations involved are made up of 17 Atlanta Metro Ford Stores and 107 participating Georgia Ford dealerships.

Ford Motor Company is the world's second-largest automaker, with approximately 335,000 employees in 200 markets on six continents. Its automotive brands include Aston Martin, Ford, Jaguar, Land Rover, Lincoln, Mazda, Mercury and Volvo. Its automotive-related services include Ford Financial, Quality Care and Hertz. With world headquarters in Dearborn, Michigan, Ford Motor Company observed its 100th anniversary in 2003.

PictureU Promotions is an Atlanta-based event marketing and promotions agency founded in 1998. PictureU is the pioneer of consumer-based digital photo promotions and is recognized for its innovative services within the event marketing industry. PictureU's promotional services include green screen, onsite printing and onsite data collection. These photo keepsakes continually activate and leverage sponsorship dollars long after the actual event has ended. PictureU's services have been utilized by Fortune 500 companies such as Ford, Lowe's and Cingular Wireless at major events across the country. For more information on PictureU, visit www.pictureu.com.

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