

Valpak to Build Bikes for Big Brothers Big Sisters of Eastern Missouri

Coupon company rolls into town for conference, and to give back

(LARGO, FL – Aug. 20, 2009) – [Valpak Direct Marketing Services, Inc.](#), located in Largo, FL, announces the sale of Valpak of Houston owned and operated market has been finalized today to Gene Adelson, the current owner of Valpak of Tarrant County (Fort Worth, Texas), and his business partner, Mark Mauser.

Valpak Direct Marketing Systems Inc., makers of the familiar Blue Envelope mailed to 45 million households in North America, will team with NFocus Consulting, Inc., to donate 100 bikes and helmets to [Big Brothers Big Sisters of Eastern Missouri](#).

Valpak franchise employees in town for their national convention called Coupon U, will come together for the second annual community service event, scheduled for Saturday, Aug. 29 from 1:30 to 4 p.m. at the [Renaissance St. Louis Grand & Suites Hotel](#) in St. Louis, MO. The community service project serves as a kickoff to the [Tour of Missouri](#), a professional cycling race throughout the state, scheduled for September 7-13.

The bikes will be assembled by Valpak corporate and franchise employees and donated to children from Big Brothers Big Sisters. Children will be on hand to "test drive" and receive their bikes.

"We are tremendously appreciative of the generosity demonstrated by the employees and leadership of Valpak," said Becky James Hatter, President and CEO of Big Brothers Big Sisters of Eastern Missouri. "The thoughtfulness of incorporating BBBSEMO in Valpak's service project is absolutely fantastic."

"In a time when people everywhere are trimming back, it's great to see the people of Valpak are willing to give of their time and resources freely," said Joe Bourdow, president of Valpak, which has more than 180 franchises throughout North America. Coupon U will host nearly 1,000 sales representatives and employees at the four-day event held in St. Louis, MO. "Valpak employees and sales representatives are very excited to be able to help these children in the community," said Valpak's Bourdow.

Valpak is also grateful for the support [NFocus Consulting, Inc.](#), which sponsored the community event this year, and [Commercial Letter](#), which will provide transportation of the bikes, said Bourdow.

"NFocus Consulting is proud to partner with Valpak and Big Brothers Big Sisters for this special event," said Douglas Cronin, President of NFocus Consulting, Inc. "Within our own community, we are one of the corporate sponsors of BBBS as well as many other wonderful organizations that have a positive impact on our youth today. When we invest in our children's future, we invest in our future."

Last year's Coupon U community event, held in Tampa, FL, included nearly 100 volunteers planting a reading garden and path at a low income neighborhood school, along with painting a vibrant mural in the cafeteria, and painting the inside and outside of a nearby community center and safe house where neighborhood children gather after school.

About Big Brothers Big Sisters

The Big Brothers Big Sisters is the oldest, largest and most effected one-to-one mentoring organizations in the State of Missouri and nation. Founded in 1914, the Missouri chapter was one of the charter agencies of the BBBS national movement. The agency serves children ages 5-17 and all children are matched one to one with their own Big Brothers and Big Sisters, with special attention is given to children attending under performing schools and whose parents are incarcerated.

About NFocus Consulting

NFocus Consulting is a leading provider of data and technology solutions for the direct marketing world. NFocus creates solutions to help organizations manage data and mail better. Specializing in address quality, data fulfillment software, list rental, and postal optimization, NFocus Consulting partners with many of the top direct mail brands in the United States. For additional information, visit www.NFocusConsulting.com or contact us at (740) 654-5809.

About Valpak®

Valpak is one of the leading direct marketing companies in North America and a leading source for savings. With nearly 200 franchises throughout the United States and Canada, the strength of the Blue Envelope delivers savings and value to nearly 45 million households each month. Annually, Valpak will distribute some 20 billion offers inserted in more than 513 million envelopes. Valpak also offers digital solutions with www.Valpak.com®, an online site for local savings which has more than 20 million offer views each month. Valpak is headquartered in Largo, Florida. For more information, please contact 1-800-676-6868.