

July 1, 2009  
Media Contact:  
Holly Cirillo 603-625-5713  
[hcirillo@griffinyorkkrause.com](mailto:hcirillo@griffinyorkkrause.com)

## **GY&K Launches Sweet Baby Ray's New Interactive Micro Site: Invites Visitors to Tell 'Em Who's Boss – and Win**

*Site Enables Fans to Create Virtual Signs and Billboards Then Vote For the Best  
To Win a Summer Prize Pack*

**MANCHESTER** – As we approach the Fourth of July, one thing is on everyone's mind: barbeque. To make the holiday celebration a bit more fun, Sweet Baby Ray's has a new way for customers who believe "The Sauce is the Boss" to show their loyalty and dedication to the premium barbeque sauce brand. Griffin York & Krause ([GY&K](#)), a leading marketing innovation company, has created the website [thesauceistheboss.com](http://thesauceistheboss.com), where Sweet Baby Ray's fans can design a sign proclaiming their love for The Sauce with the hopes of winning the grand prize.

"Sweet Baby Ray's customers are very loyal to the brand. This new micro site provides a fun tool for them to show us that loyalty," said Travis York, president of GY&K. "Our goal was to create an outlet for The Sauce fans' creativity and also allow them to be rewarded for it."

GY&K designed a simple-to-use online site for customers to visit, learn more about the brand, and have fun sharing their love of BBQ with their friends. Visitors choose a sign background, their favorite flavor of Sweet Baby Ray's barbeque sauce, and then write a few words about why The Sauce is the Boss. In the short time the site has been active, thousands of fans have professed their love. The promotion, which is open through July 31<sup>st</sup>, 2009, has already been used by thousands of fans with the hopes that their sign will receive the most votes and take home the coveted grand prize: a Weber Grill, a Bose Acoustic Wave Music System, and a year's supply of Sweet Baby Ray's barbeque sauce.

"We wanted this micro site to be very consumer-focused while tapping into the imagination of our supporters. GY&K has helped us bring that concept to life online and we've already yielded excellent results," said T.J. McMeniman of Sweet Baby Ray's.

For a complete list of rules, and to design your own sign, visit [thesauceistheboss.com](http://thesauceistheboss.com) and cast your entry before July 31, 2009. To learn more about GY&K and its marketing and technology clients and offerings, please visit [www.griffinyorkkrause.com](http://www.griffinyorkkrause.com).

### **About Griffin York & Krause (GY&K)**

Evolving since 1975, GY&K is a marketing innovation company that offers services, technology & tools, and licensed properties to drive sales for companies in a wide range of vertical industries. We are a fully integrated mid-sized independent firm with most department and subject matter experts located at our headquarters in Manchester, NH. GY&K's marketing services follows the traditional agency service

model but offers much more. Our integrated team works synergistically in the areas of strategy & planning, branding & design, editorial services, digital, earned message planning & placement/public relations, paid media planning & buying, multimedia, and data & analytics. GY&K's technology & tools allow our partners to cost-effectively deploy digital-based marketing solutions and deliver a measurable return for content management, email deployment, mobile messaging, e-commerce and more. The current roster of clients includes the New Hampshire Lottery, Catholic Medical Center, Newforma, Eastern Connecticut Health Network and Globe Manufacturing Company. To learn more about GY&K, visit our website at [www.griffinyorkkrause.com](http://www.griffinyorkkrause.com). Creativity. Only smarter.

###