



TIMELESS™

NEW CLIENT ANNOUNCEMENT

FOR IMMEDIATE RELEASE

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Timeless Selected By Ford Motor Company Fund PlayDate Selected To Open For Dianna Ross on Tom Joyner Fantastic Voyage

ATLANTA, GA (February 10, 2016) – With a little more than a month in his new role as Chief Creative & Client Services Officer, Imari Havard is wasting no time. With the addition of Ford Motor Company Fund as a client, TIMELESS strengthens its position in the automotive marketing industry.

“It was time for TIMELESS to breakout of our comfort zone and demonstrate more capabilities. And, I thank my partners at Ford Pamela Alexander and Danielle Rodriguez–Dickerson for entrusting us with this large stage and opportunity.” said Mr. Havard.

For the first time since becoming the presenting sponsor, Ford will deliver a daily in-cabin video recap entitled the “Ford Flashback” created and produced by TIMELESS. A feat never attempted by any brand at this event.

“This project is a HUGE challenge. My team will be responsible for all elements from creating the storyboard, site selection, talent schedules, content capture, post production and editing....everyday. To my knowledge, this has never been attempted by any of the Urban Summer Series of Events. But, my team and I are committed to pulling it off.” commented Imari Havard TIMELESS co-founder.

Additionally, PlayDate (a TIMELESS Company) will create the opening show for the legendary TJFV Sail Away Party and double as the opening act for the iconic Dianna Ross.

For more about TIMELESS, contact our Media and Communications via email at media@timelessbrandsusa.com.

ABOUT TIMELESS BRANDS

TIMELESS is an Atlanta-based full-service experiential marketing firm with blue-chip clients including Ford, McDonalds, Coca Cola, American Cancer Society, Audi, Amtrak & Virgin Mobile. TIMELESS Brands specializes in creating record-breaking marketing strategies which engage consumers...transforming them from viewers into brand ambassadors. For more information, please visit www.timelessbrandsusa.com

ABOUT THE TIMELESS FAMILY OF COMPANIES

TIMELESS is a family of companies offering a complete range of world-class capabilities from professional business services (Marketing & PR) to digital & interactive, creative, travel and full service event production (sound, stage & lighting, etc.)

We Have A Single Goal: ***Be The Absolute Best!***”

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