



NEWS RELEASE

New Consumer Show for Upstate Women Being Launched in Greenville

Greenville, SC- JBM & Associates, a consumer show management and marketing company, will be launching the "**Upstate Women's Show**" to be held August 22-24, 2008 at the Carolina First Center in Greenville.

"This will be a lifestyle show geared towards women and all aspects of interest in their lives. It will feature exhibitors selling products and services and is designed to give women the opportunity to learn, compare and shop in a fun and interactive environment," said JBM & Associate's President, Jacqui McGuinness Bomar.

The "**Upstate Women's Show**" will offer exhibiting companies the most effective marketing platform for reaching the Upstate's largest and most lucrative consumer- females age 25-64. There will be various segments of the Show, including health and wellness, food and wine, recreation, travel and leisure, home décor and gardening, arts and crafts, real estate, business, finance, hobbies, gifts, home improvement, family living and fashion and beauty.

"Along with some great shopping, **The Upstate Women's Show** will offer educational seminars, entertainment and interactive demonstrations including cooking classes, health screenings, dance classes and makeovers. The Show will include instruction on home improvement, parenting issues, financial freedom and much more. **The Upstate Women's Show** will be lively and full of excitement and surprises," added McGuinness Bomar.

The Show's media partners include: WYFF 4, Greenville News, Talk Magazine, Upstate Parent Magazine and UpstateMoms.com

JBM & Associates was established in 2001 in Charleston, SC and recently relocated to Greenville, SC. They produce the Charleston Boat Show, Savannah International Boat Show and have recently been selected to produce the 61st annual Jacksonville Boat Show.

For more information visit www.UpstateWomensShow.com

CONTACT: Jacqui McGuinness Bomar, President, JBM & Associates
Phone – 864-250-9713
Email: Jacqui@JBMshows.com
www.JBMShows.com