

# MEDIA KIT



# PRINT your own BUNCO.com

If you have women in your audience, read on to learn more...

buy online...



## What's the fuss about?

Retail stores can afford to sell "Bunco themed" products. Try to provide "themes" for Bunco and the market gets too small to make the products a viable option for manufacturers or retailers.

However, when you combine the power of the internet, digital download delivery and high quality art, themed products for Bunco can be done.

instant downloads...



Created by licensed artist Tara Reed, Themed Bunco Party Kits became a reality in the Fall of 2009.

Learn more about what [PrintYourOwnBunco.com](http://PrintYourOwnBunco.com) has to offer the more than 7 million women who play Bunco on a regular basis.

variety of themes...



something for everyone!

**Contact:** Tara Reed  
ph: 503-466-9317 e: [contact@PrintYourOwnBunco.com](mailto:contact@PrintYourOwnBunco.com)

Tara Reed Designs, Inc.  
4888 NW Bethany Blvd, Suite K5, #224  
Portland, OR 97229

Visit the website: [www.PrintYourOwnBunco.com](http://www.PrintYourOwnBunco.com)

## Fact Sheet

### WHAT IT IS:

12 players. Rolling dice. Taking chances. Keeping score. Beyond a dice game of chance, Bunco gives for women throughout the U.S., a reason to get out and have fun with neighbors and friends. For detailed game rules, visit [www.PrintYourOwnBunco.com/rules.html](http://www.PrintYourOwnBunco.com/rules.html).

### BUNCO Stats:

17,400,000 women have played; 7,000,000 play regularly. According to a 2007 study by Proctor & Gamble, 17.4 million women in the U.S. have played Bunco at some time and 7 million play on a regular basis.

### HISTORY:

In October 2009, Artist Tara Reed created PrintYourOwnBunco.com as the latest line in her extensive art for the home collection. Creating art for licensing from her studio in Portland, Oregon since 2004, Reed's Print-Your-Own Bunco line, delivers in-home, personalized art directly to the Bunco table with downloadable Party Kits in a wide variety of themes.

### MISSION:

Print-Your-Own Bunco Party Kits feature Reed's original artistic designs, not generic clip art. Personalization options include score sheets, border papers and decorations in a variety of themes. After purchasing their selection, customers may print and personalize their Bunco cards.

### THEMES:

At PrintYourOwnBunco.com, Bunco enthusiasts can find everything from everyday, holiday and special occasion themes for their Bunco parties. Cocktails to Baby Showers, there is something for everyone. New themes are added regularly. To see the full list of available themes, visit [www.PrintYourOwnBunco.com/](http://www.PrintYourOwnBunco.com/)

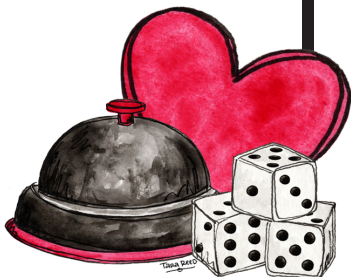
### eCARDS:

Send free eCards to Bunco friends featuring designs by Tara Reed. They can also be found on the site.

"Bunco is great for young moms and busy women who don't want the pressure of reading a book each month in a book club.

With Bunco, you just show up, roll dice and have fun!"

– Angela,  
Portland, Oregon



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# about Print-Your-Own Bunco Party Kits

## What is in each themed Party Kit:

### Score sheets

Four themed designs – ideal for single or team play.

### Border papers

One full page.  
Two half-sheets.

Ideas for use include:

- “Bunco Winner” certificates.
- Calendars.
- Print out upcoming events.
- Score tally sheets.

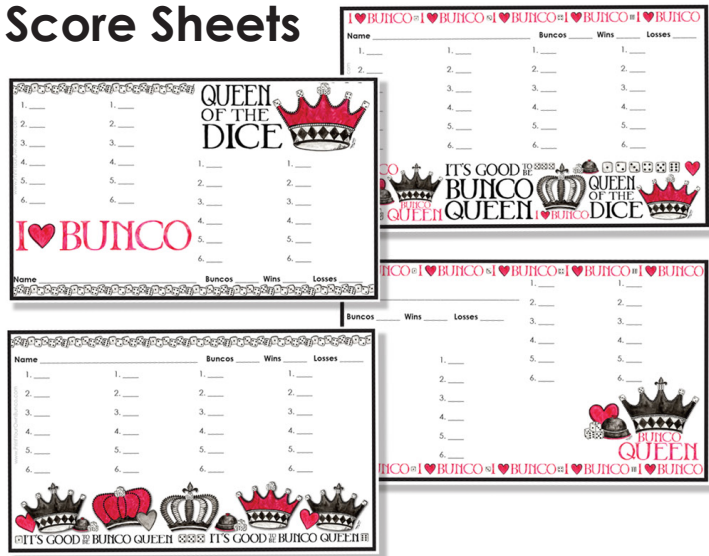
### Decorative Images

Four themed images to use on tables, walls, the buffet or wherever her heart desires.

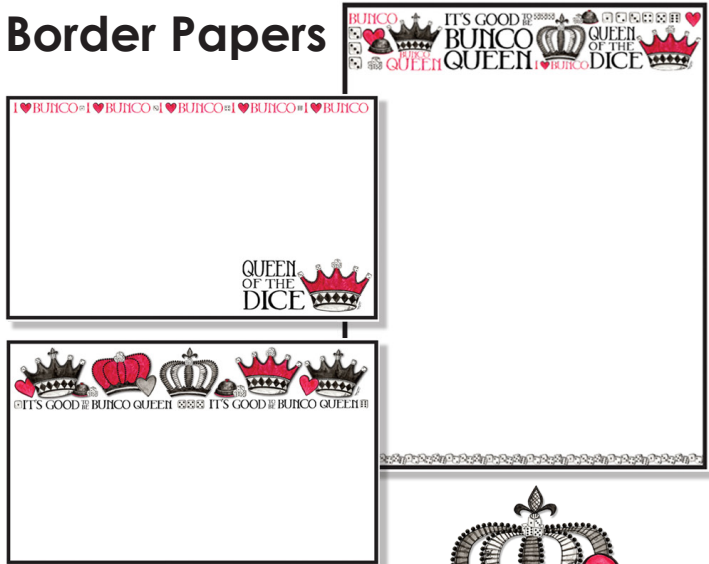
“We know color ink isn’t cheap! That’s why our Print-Your-Own Bunco Party Kits™ keep the color in the design and skip large areas of solids. We want women to have a great Bunco party with money left for muchies!”

– Tara Reed  
artist & creator

## Score Sheets



## Border Papers



## Decorative images



Bunco Players can get this “Bunco Queen” Party Kit for FREE by signing up for the monthly eNewsletter.

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## Ideas to Engage Your Female Audience

### TARA REED'S AVAILABILITY

Nationwide by arrangement  
and via telephone

#### CONTACT: Tara Reed

503-466-9317

503-334-6882

or email

[Tara@TaraReedDesigns.com](mailto:Tara@TaraReedDesigns.com)

#### NEWSROOM



**“Bunco puts fun and girlfriend time on the calendar. Sometimes women feel the need for an excuse to take time for themselves. Bunco gives it to them.”**

**– Tara Reed  
artist and creator**

Able to add humor to almost any situation, Tara Reed is a comfortable and entertaining writer and public speaker who has appeared on live television, radio and instructional DVDs.

- 1. Hosting Bunco on a Budget**
2. Women by the Dozen Find Fun and Friendship in Bunco
- 3. Three Small Dice Fill Three Big Needs for Women: Connection, Camaraderie and “Me” Time**
4. Take this Theme and Run with It!  
How to be the Envy of the Block at Your Next Bunco Party  
  
(Tara Reed can create content for any theme, season or special occasion, just let us know what you need!)
- 5. How Bunco Brings Out the Girl Inside!**
6. Building community through Bunco

## About Tara Reed



Learn more about  
the art of  
Tara Reed Designs at  
[TaraReedDesigns.com](http://TaraReedDesigns.com)

### Art that embraces a fun & casual lifestyle, one brush stroke at a time!

Tara Reed is the artist, author and creative mind behind everything that goes on in the studio in Portland, Oregon. Known for art that is bright, fun and often funny, Tara Reed's designs can be found on a wide variety of products worldwide in stores and online. Dishes to kitchen textiles, quilting fabric, rubber stamps, garden flags and more.

Tara Reed's art is often whimsical and other times more towards the traditional but is always fun. "Happy" is a word her fans, mostly women, use to describe it. All of her work shares one common thread – embracing a casual lifestyle centered around heart, happiness and the ties that bind friends, families and communities.

### So how does Bunco fit into the story?

From 1993 to 2000, Tara Reed was a stay-at-home mom who fully understood the need to get out with the girls from time to time. She believes it was that common need, shared by women across the country, that turned "Bunco!" into the universal cry in neighborhoods, churches and club houses across the country.

No matter how you spell it (BUNCO or BUNKO) the end result is the same: rolling dice, ringing bells, changing seats and the camaraderie that comes along with it.

Understanding that there needs to be a volume of demand for products to make it to a retail store, Tara quickly realized that there could be "*Bunco themed*" products in traditional stores, but not "*themed Bunco*" - the stocking, costs and risk would be too great. But with digital products, it could be done - creating something new and unique that would give even the most uncreatively inspired Bunco player a chance to have cool, themed supplies!

**[www.PrintYourOwnBunco.com](http://www.PrintYourOwnBunco.com) was born.**

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