



Media Contact:

Elizabeth Bashara

(917) 447-6989

EBashara@aol.com

**DALLAS BASED EVENT FIRM'S PRODUCTION WINS
HIGHEST NATIONAL AWARD FOR
"BEST ENTERTAINMENT PRODUCTION" OF 2006**

The incorporation of Creativity and Artistic Expression in Business Strategy are the marks of Success for Bashara Concepts, a Premier Dallas based Event & Marketing firm.

DALLAS (August 20, 2007) – “The Palomar’s opening tonight just plain rules,” said Candy Evans of D Home Magazine “better organized, more space, better entertainment, than any hotel opening thus far in Dallas.” Fashion Flash writer, Jordan Traxler stated, “The Palomar Hotel on Mockingbird had its Grand Opening on Thursday night...and it was one of the most extravagant parties I’ve attended this year.” These were just some of the comments resulting from Bashara Concepts produced Kimpton’s Hotel Palomar Dallas Grand Opening and for anyone well accustomed to the Dallas social scene, comments such as these don’t come lightly.

The incorporation of Creativity and Artistic Expression in Business Strategy are the marks of Success for this Dallas firm. After forming her company in NYC and having spent 10 years working on such projects as Broadway Openings, Televised Broadway Award Shows, Million Dollar Fundraisers and The NYC Marathon, she has relocated the headquarters of Bashara Concepts to Dallas and brings with her the philosophy that creativity, attention to detail, follow through and a high standard for and inclusion of artistic mediums when it relates to events and marketing strategy, will continue to allow her to set the pace in her industry. This couldn’t have been more evident as with The Hotel Palomar Dallas Grand Opening and the way in which she depicted the Hotel’s theme, “Art in Motion.” The utilization of local Dallas dance groups, high-end fashion houses, a sultry Parisian haute couture jazz singer, the vertical dance troupe Bandaloop (who has previously performed from The Seattle Space Needle) performing a spell bounding dance performance with lights and music while hanging from the side of the hotel, to the choreography of a 30 foot fabric aerialist act over a Porsche 911 convertible in the “Art of

Design” area were all tasteful expressions of the “Art in Motion” theme and was a delight for the eyes for the over 800 VIP guests that had highly anticipated the city’s buzz for Grand Opening.

The award was announced at a lavish ceremony in Montreal, Canada Saturday, August 18th by the International Special Events Society, the nation’s top association for event planners and was awarded in alignment to the category specific to the overall event costs. Event Producer, Elizabeth Bashara, Founder of Bashara Concepts (an Event, PR, Marketing, Promotions and Strategic Development firm) under the personal invitation of Kellie McCrory, of McCrory and Associates (lead PR counsel for the hotel) was asked to design an event for the Grand Opening of the Hotel that would be the biggest and the best Dallas had ever seen. The Palomar event would serve as the second time Bashara and McCrory would affiliate with one another for an event, the first was the Inaugural Ball of President George W. Bush in 2001.

Elizabeth Bashara has always had a passion for the Arts and a respect for the power and impact of Creativity and incorporates this passion into uniquely designed artistic events, marketing and promotional strategies. “Creativity has become the name of the game,” says Bashara. “Marketing and PR companies must be able to design and implement creative strategies that can stand above the rest when it comes to reaching consumers.” If part of Business is getting your clients noticed, and getting your clients noticed often requires Creativity to position them above the crowd; then the Art of Successful Business often depends on one’s capability for such Original and Creative thought. To this end, Elizabeth Bashara continues to make an impact in the Art of Creativity and the ability to translate that creativity into successful Event, PR, Marketing, Promotional and Strategic Development strategies for her clients.

Bashara loves to think big and out of the box. I try to live by the motto, “Dream the dreams and imagine the possibilities and have the initiative to make them happen.” When clients see that we can not only develop unique strategies for them that will set them apart from their competition, but that we have the unique in-house Public Relations and Marketing capabilities to take it one step further and market that uniqueness in creative ways to the local and national media, that is when our clients start seeing our unique value and what sets us apart from the average event, PR and marketing firm. We make sure our event strategies don’t just make sense for the short term of the event, but that they translate into long term capability for revenue enhancement and media attention.

We are grateful for the award and to everyone that played a part and look forward to the new and exciting endeavors that lie ahead.

For more information, or to request your complimentary consultation on how Bashara Concepts can benefit you, please feel free to contact Elizabeth Bashara at EBashara@aol.com or visit www.BasharaConcepts.com.

Bashara Concepts is a national, full service Event, Public Relations, Marketing, Promotional, Fundraising and Strategical Development firm servicing all clients and arts organizations.