

News Release

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Hansons' "Sing-a-Jing Contest": Win Over \$10,000 in Cash and Prizes! **Children ages five to eleven enter at www.hansons.com beginning Feb 1, 2008!**

Hansons Window and Home Repair, the leading home improvement company in Michigan and Ohio, invite **all parents of elementary school students ages five to eleven to video tape their kids performing the well known Hansons' "GET IT DONE" jingle.** Upload the video at www.hansons.com and enter the "Sing-a-Jing" contest for your chance to **win over \$10,000 in cash and prizes!**

It isn't about who's the best singer, it's about who gets the most votes! Anyone can go to hansons.com and vote for their favorite video. The three singers with the highest number of votes win! All winners will have their performance debut in forthcoming 1-800-HANSONS television, radio and Internet marketing campaigns.

Grand Prize Winner: receives a **\$5,000 College Savings Bond**, a **\$500 Toys R' Us gift card...** and the grand prize winner's **school receives \$2,500!**

Second Prize Winner: receives a **\$2,000 College Savings Bond**, a **\$300 Toys R' Us gift card...** and the second prize winner's **school receives \$1,500!**

Third Prize Winner: receives a **\$1,000 College Savings Bond**, a **\$200 Toys R' Us gift card...** and the third prize winner's **school receives \$1,000!**

A major T.V. Ad campaign launches February 1, 2008, promoting the contest. Also, **principals of all elementary schools throughout Hansons' service area have been alerted to get their students involved.**

How The Idea Was Born:

Hansons owner Brian Elias and his ten-year-old son Daniel are the masterminds behind this exciting and interactive contest. "One of my passions is education," says Elias, "I thought, let's not only reward the kids for their efforts, but involve the schools as well." As a father, Elias was quite excited at the prospect of contributing to the advancement of education. The idea for the contest began during a conversation between Elias and his son.

One evening Elias overheard his son singing the "Get It Done" jingle and asked if other kids at school knew the song as well. "Dad, they all sing it. Everybody sings it!", said Daniel. That's when Elias conceived the idea for the interactive online contest. Elias, who describes Daniel as the light of his life, says, "even though my son is young, his observations and opinions are usually *right on...* we should have called it 'Daniel's contest!'"

Visit Hansons.com for rules and regulations and to ENTER THE CONTEST. Anyone can visit Hansons.com to watch and vote for their favorite "Sing-a-Jing" contestants, as well as **share their favorite videos with friends via e-mail.**

Hansons recruited Royal Oak Michigan based **Ohm Creative Group to build and implement the robust and interactive online contest as well as produce the television Ad campaign.** Visit www.ohmdigital.com to learn more about the **full service creative agency.**

Hansons Windows & Home Repair pride themselves on nearly 20 years of unrivaled customer service. This proud "family serving families", currently operating out of Madison Heights, MI, offers replacement windows, siding, roofing, doors, gutters and gutter protection systems.

Visit www.hansons.com to learn more.

For more on Ohm Creative Group, a full service creative agency, visit www.ohmdigital.com

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