

NEXT STEP PRODUCTIONS

“Celebrating Life’s Joyful Milestones”

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For Immediate Release

**Next Step Productions Named Exclusive Advertising Sales Agent
for www.NewJerseyBirthdayParty.com**

Brick, NJ – July 15, 2009 – Next Step Productions, the provider of unique events and services celebrating life’s joyful milestones, including party planning assistance, candid digital photography and instant photo favors, was recently named the exclusive advertising sales agent for the recently-launched www.NewJerseyBirthdayParty.com. The web site was created by parents, for parents to be a one-stop, online resource to make birthday party planning in the New Jersey area as fast and easy as a mouse click.

Whether they are planning a children’s party, a sweet sixteen, communion, quinceanera, confirmation or bar/bat mitzvah, visitors to NewJerseyBirthdayParty.com will find a comprehensive,, picture-driven directory of party product and service vendors including party supplies, decorations, entertainers, caterers, party planners, banquet facilities, and much more.

The site is already highly-ranked in the search engines, and is easy to navigate with four main tabs; party places, parties that come to you, party services, and supplies, gifts and cakes.

NewJerseyBirthdayParty.com is a subsidiary of FloridaBirthdayParty.com Corp., which also operates localized BirthdayParty.com web sites in over a dozen other markets including Miami, Houston, Nashville, Pittsburgh, Phoenix, and Denver.

According to company founder and president Debbie Kleinman, Next Step Productions is the perfect partner to build NewJerseyBirthdayParty.com into the most popular party planning web site in the New Jersey area, “Next Step Productions founder and president Debbie Ventriello not only has over a decade of sales experience with banquet halls, videographers and bridal

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publications, she also has hundreds of valuable vendor and venue contacts. She was able to jump right in and get immediate sales results.”

According to Debbie Ventriello, president and founder of Next Step Productions, “I’m very excited to be involved with www.NewJerseyBirthdayParty.com. As a parent, I’ve searched the internet when planning family parties and wished there was a web site that was more convenient and comprehensive. As a party and event vendor, I understand the need for a cost effective, targeted means to reach the people who are in the market for my services. Understanding both sides, I believe NewJerseyBirthdayParty.com will be a huge hit with parents and vendors alike.”

Anyone in New Jersey who may be planning an upcoming children’s party, christening, sweet sixteen, communion, quinceanera, anniversary confirmation or bar/bat mitzvah is invited to visit www.NewJerseyBirthdayParty.com.

Charter Advertiser Special

For a limited time, new advertisers on NewJerseyBirthdayParty.com will receive 18 months of premium advertising for the regular 12-month price of \$99.00 which is 6 months of free exposure. The special package includes the following:

- Business profile page
- Unlimited listing categories
- Pass word access to edit and update profile or listings
- Free participation in the “Coupon Club” newsletter
- Free rotated logo on homepage

Party and event vendors such as party supply stores, entertainers, caterers, party planners, banquet facilities, etc. who are interested in becoming carter advertisers on www.NewJerseyBirthdayParty.com should contact Debbie Ventriello at 732-458-4349 or Debbie@Nextstep-Now.com.

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About Next Step Productions

Next Step Productions was founded by Debbie Ventriello, a wedding industry veteran who has worked during the past 10 years as a sales representative for videographers, photographers, disk jockeys, jewelers, bridal directories, banquet halls and other professionals associated with the bridal and banquet industry.

Debbie is the creator of “The Engagement Celebration Bridal Fair,” an intimate, invitation only bridal show staged like an actual wedding reception. In 2007, Next Step Productions launched a new service named "[Hot Shots Instant Photo Favors](#)", featuring candid digital photography printed and framed during any type of milestone event. In 2008, the company became an authorized Heritage Makers Consultant, to offer [digital photo books](#) that tell a unique story about you, your family and friends in a wide variety of beautiful album formats.

Most recently, Next Step Productions was named the exclusive advertising sales agent for the recently-launched www.NewJerseyBirthdayParty.com, a web site was created by parents, for parents to be a one-stop, online resource to make birthday party planning in the New Jersey area faster and easier. For more information about Next Step Productions and its services visit www.nextstep-now.com or contact Debbie Ventriello directly at debbie@nextstep-now.com or by calling 732-458-4349.

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