



SqueezeTheBanker.com - STRESS DOLLS RELEASED

CreativeFeed creates stress dolls to help America cope with economic woes

NEW YORK, NY, December 1, 2008 – CreativeFeed announced the release of its Squeeze the Banker line of stress dolls today. The stress dolls are inspired by three symbols of U.S. fiscal and monetary policy: current Federal Reserve Chairman Ben Bernanke, Secretary of the Treasury Henry Paulson and former Federal Reserve Chairman Alan Greenspan.

CreativeFeed, a boutique agency with offices in SF and NYC produced the dolls as a response to recent economic upheaval.

“We’re a nimble agency that creates and produces ideas quickly. One benefit of our size is being able to respond immediately to seismic social events,” says Arthur Ceria, CreativeFeed founder.

As to how the characters were chosen, Ceria explains, “We thought that a stress ball in the shape of the principal icons of our financial system was a funny (and maybe healthy) way of facing the strain we are all under.”

“These stress dolls are a symbolic effort at turning the tables on what for most of us is a source of considerable strain. But the economic downturn is of course serious business. That’s why a percentage of each sale will go to Modest Needs,” says Michael Quinn, CreativeFeed Partner.

This is the first retail product launch from CreativeFeed. But for anyone who knows the agency, this type of thinking is not unusual. Creating simple, thought-provoking ideas is a daily norm at the shop.

The dolls are available for purchase at **SqueezeTheBanker.com**

About CreativeFeed (creativefeed.net)

CreativeFeed, the bridge between Silicon Valley and Madison Avenue, is a full service creative agency with a focus on the digital space. The company is built on a foundation of 35+ years of experience with brands that include Yahoo!, Cisco, Volvo, Akamai, Reuters, AFP, The Museum of Modern Art, and Calvin Klein. CreativeFeed specializes in designing and implementing digital campaigns that capture attention and deliver real results.

About Modest Needs (ModestNeeds.org)

Modest Needs is an award-winning public charity with a simple but critical mission: work to stop the cycle of poverty BEFORE it starts for the low-income workers whom conventional philanthropy has forgotten. We make sure that no hard-working person is ever forced to choose between taking a child to the doctor and putting food on the table.

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