

## **FOR IMMEDIATE RELEASE**

For more information, please contact:

CEIG, Inc.

(917) 459-6509

Bbyrd@newbreedwireless.com

## **NEW BREED WIRELESS DONATES PARTNER ITEMS FOR SILENT AUCTION AT YALE NEW YORK BENEFIT SOIREE**

*“Are You Part of The New Breed?”*

**New York, NY—April 6, 2011-** New Breed Wireless Value Choice will donate items from the “Wireless Gift Bag From New Breed Wireless™” for a silent auction hosted by the Yale Alumni Association of New York for its second annual Benefit Soiree. The event, their largest of the year, is being held on May 4, 2011 at the gorgeous New York Times Building designed by Renzo Piano. The silent auction will be held both online for viewing and bidding by its 16,000 alumni in the New York Metropolitan area, and by attendees at the Benefit Soiree. To date four partner items have been donated including two custom made shirts from Caldarella Sartoria Fatta in Italia, one necklace from Hillary Flowers Boutique and three hours of personal shopping from Bradley Max Image Group. New Breed Wireless will also donate free enrollment for its entire Wireless Gift Bag program to event attendees.

Proceeds from the auction will be used to assist Yale Alumni in New York in its mission. Yale Alumni in New York are engaged in a wide variety of activities designed to enrich the lives of alumni and to have a positive impact in the communities where its members reside.

“The Yale Alumni Association of New York is a very prestigious organization and we are very pleased that we could contribute in a small way toward their silent auction. Whether they are tutoring school kids or providing assistance with city projects, they are a force for good in the community and we welcome the opportunity to support their mission.” said Brian Carlton Byrd, Founder, President & CEO of CEIG, Inc.. Through our Wireless Gift Bag Program we hope to continue to work with Yale Alumni in New York in the future. .

### **About New Breed Wireless**

CEIG, Inc. operating as New Breed Wireless, based in New York City, is a branded wireless data company focused primarily on consumer advertising giving consumers control, choice and value. The company’s revolutionary wireless marketing service, New Breed Wireless Value Choice, is a cross platform wireless marketing system that fundamentally changes consumer marketing using consumer’s demographic and sociological profiles to enable customers to choose which companies they want to hear from on their mobile phones. Customers derive value from these chosen firms and these companies use the service to target their most valuable customers.

[www.newbreedwireless.com](http://www.newbreedwireless.com)

### **About Yale Alumni Association of NY**

Yale Alumni Association of New York is a volunteer nonprofit committed to providing opportunities for *all* Yale alumni in the New York metropolitan area to connect and make a positive impact in the community. .

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