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FOR IMMEDIATE RELEASE

Nametag Reveals the Power of Approachability

St. Louis man nears five-year anniversary with nametag still in place

ST. LOUIS – Have you ever seen someone leave a public event who forgot to remove their nametag? Did you laugh at them? Did you feel compelled to point it out to them? Welcome to the everyday life of Scott Ginsberg. For the past five years, day in and day out, Ginsberg has worn a hand-written sticky nametag that proclaims to the world: “Hello, My Name is Scott.”

What began as a whim following a gathering one night during college, has blossomed into a way of life, a new identity and an unexpected writing and speaking career. Ginsberg, Now 25 and the author of two books including his newest: *The Power of Approachability – How to Become an Effective, Engaging Communicator - One Conversation at a Time* (2005 Front Porch Publishing), has turned his unlikely habit into a life-altering, one-man crusade.

“It has changed my life,” says Ginsberg. “I have had conversations with thousands of people I would never have met had I not been wearing my nametag. It’s truly amazing how one small action can have such a profound and consistent effect on human behavior.”

Ginsberg is circumspect about his ongoing decision to wear his nametag everyday, noting that he never dreamed how it would alter how others interacted with him. He also acknowledges that while the ride has been eventful, not all the experiences have been positive.

“Most people are very friendly and will simply ask: “What’s up with the nametag? Some others want to ‘save me’ from the embarrassment and think I am unaware of it,” Ginsberg notes. And then there are those who just want to give you a hard time and offer up some unsolicited criticism.”

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Ginsberg theorizes that some people are just looking for the opportunity to criticize anyone or anything that's different and has learned to let it roll off his back.

"When you put yourself out there, you're opening up yourself for both the good and the bad," he acknowledges. "What has been most gratifying for me has been the people I meet everyday. The name tag breaks down barriers and encourages people to approach and initiate conversations that otherwise would never have taken place."

Ginsberg is also in demand as a corporate speaker and consultant, working with individuals and organizations to maximize their "approachability." His programs combine his unique "field study" as well as academic research on approachability that has been adopted by business, faith-based institutions and hospitality organizations worldwide.

To mark the 5th anniversary of his decision to wear his nametag – everyday, Scott Ginsberg is making the ultimate commitment to his lifestyle by having the nametag permanently tattooed to his chest.

"The nametags tend to get pretty soggy in the pool," Ginsberg admits noting that the tag is his brand and now he can wear it proudly night and day.

The painful event is scheduled for November 2nd.

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Scott Ginsberg is available for press interviews and appearances by calling David Avrin at 303.795.9898 or cell: 303.859.5300.