

# MEDIA RELEASE

FOR IMMEDIATE RELEASE

## O'Connell is Now 'the KegWorks Guy'

### *VO Talent Voices Ad Character on Radio, TV for 'Purveyor of Tools for Drinking'*

BUFFALO, NY, December 26, 2014 - - KegWorks, a successful retail and on-line provider of tools for drinking, unveiled its 2014 Christmas advertising campaign featuring national voice-over talent Peter K. O'Connell as the recognized 'KegWorks Guy' character.

(Watch a KegWorks spot here: <http://youtu.be/XKWKUhmBU7E?list=UUSyqkub6uruCzTbFvIFKN6g>)

Broadcast across Western New York and on-line, television and radio ads promoted holiday gift ideas highlight the store's ready-to-go homebrew equipment kits and fully-stocked ingredient packs for budding brewmasters. For those who enjoy craft cocktails, the KegWorks' ads also promoted top-quality bar tools, supplies, garnishes, elegant glass sets and other finishing touches.

#### **About KegWorks**

Launched in 1998, KegWorks is a privately held company located in suburban Buffalo, NY. In 2012, *Buffalo Business First* newspaper named the company the 10th Fastest Growing Company in Western New York. As an expansive and diverse online retailer, KegWorks sells a variety of products to many different kinds of customers. Draft beer equipment is the primary business focus but they have expanded their offerings to include everything from premium cocktail ingredients and liquor bottle shelves to picnic baskets and big-ticket restaurant equipment. Consumer products are primarily sold through the Kegworks website and other online channels while also serving commercial customers.

#### **About Peter K. O'Connell**

America's Friendly, Neighborhood Voice-Over Talent, Peter K. O'Connell, has worked with a wide variety of companies from around the world in addition to this most recent project for KegWorks. Some of Peter's clients include General Electric, Kraft Foods, PBS Television Network, Shell Oil, Pitney Bowes, Bacardi Rum, Highlights HIGH FIVE Magazine, Deloitte Canada, Rich Products, U.S. Army, Starz Cable Television Network, BlueCross BlueShield, SunSetter Awnings, Time Warner Cable, Harlequin Enterprises and Darien Lake Theme Park.

Described as a natural born storyteller, Peter K. O'Connell's voice-over productions have been heard globally in radio and TV commercials, medical narrations, television infomercials, political commercial voice-overs, TV network promos, e-learning narration projects (computer-based training, internet-based training and web-based training), PSA's, message on-hold, as well as other video and media productions. Peter owns audio'connell Voice Over Talent, a division of O'Connell Communications, LLC and can be reached via [audioconnell.com](http://audioconnell.com).

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#### ► NOTES TO EDITORS

##### **Company Media Releases ON LINE:**

<http://www.audioconnell.com/media>

##### **Company Name Pronunciation:**

au·dio·o'·con·nell (awe-de-oh-oh-kah-nel) **or** au·di·o'·con·nell (awe-de-oh-kah-nel)

##### **Company Name Spelling:**

Use lower case letters- audio'connell or audio'connell Voice Over Talent

##### **Company Web:**

<http://www.audioconnell.com>

##### **Company Blog:**

<http://www.voxmarketising.com>

##### **O'Connell Voice-Over Resume:**

[http://www.audioconnell.com/clientuploads/pdf/OConnell\\_Peter\\_Voice\\_Over\\_Resume\\_141226.pdf](http://www.audioconnell.com/clientuploads/pdf/OConnell_Peter_Voice_Over_Resume_141226.pdf)