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# MEDIA RELEASE

FOR IMMEDIATE RELEASE

## Zaycon Foods Chooses O'Connell for Fresh National TV Commercial *Food Company Also Uses O'Connell As Their Brand Voice for Explainer Video Narration*

SPOKANE VALLEY, WA, October 1, 2013 - - Despite their simple and consumer friendly business model, Zaycon Foods knew that some habitual retail consumers would still need their unique service (bringing farm fresh meats direct to consumers at wholesale prices) described in a bit more detail.

Zaycon decided to craft an explainer video that would creatively combine graphics, pictures and narration to briefly and definitively tell their service's story. The key to the video's success would be to match Zaycon's creative visuals and clever script with the right friendly, comfortable voice. Choosing Peter K. O'Connell as their friendly, everyman narrator, Zaycon Foods has crafted a popular web-based video production that has succinctly and successfully told their story to a national audience via social media.

Based on the success and style of the explainer video, Zaycon Foods later secured O'Connell as their brand's voice for a national TV network commercial, which will be seen across the United States. (**Video links- Explainer Video:** <http://youtu.be/WaWdpHPb9c8> **TV Commercial:** <http://youtu.be/aeG6Fqs4ZJk>)

### **About Zaycon Foods**

Zaycon Foods is a privately owned company based in Spokane, Washington. The company was founded in 2009 with the goal of bringing fresh foods directly to customers at wholesale prices. Zaycon Foods combines the buying power of many families, so they can negotiate huge savings on high-quality foods, and they pass the savings on to consumers.

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

In addition to this most recent narration production for Zaycon Foods, Peter K. O'Connell's professional voice-over credits include regional, national and international voice-over productions for companies such as PBS (Public Broadcasting Service), Shell Oil, Pitney Bowes, Bacardi Rum, Highlights HIGH FIVE Magazine, Deloitte Canada, U.S. Army, Starz Cable Channel, BlueCross BlueShield, SunSetter Awnings, Time Warner Cable, New Jersey Tourism, First Financial Bank, N.A., Harlequin Enterprises, *The Buffalo News*, and Darien Lake Theme Park.

Described as a natural born storyteller, O'Connell's voice-over productions have been heard around the world 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.

Known as America's Friendly, Neighborhood Voice-Over Talent, Peter K. O'Connell owns audio'connell Voice Over Talent and International Voice Talents, both are divisions of O'Connell Communications, LLC.

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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>

**Corporate Web:**

<http://www.oconnellcompanies.com>