

## Application period begins to select one man Representing best of Twin Cities

Written by

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Personality, intelligence, community involvement, and fitness will be important attributes for men throughout the Twin Cities, because for the one man representing the best of those traits, it means \$5,000 and a Tag Heuer watch.

ONE MAN MINNEAPOLIS, presented by Absolut and brought to you by Village Green Companies, is a totally unique and new event culminating on Friday, July 18 at the Pantages Theatre in downtown Minneapolis. Through a series of informal interviews, video and style segments, judges will choose ONE MAN MINNEAPOLIS from a field of five finalists. The focus of ONE MAN MINNEAPOLIS is fun, and hosts Stacia Rice (Jane Eyre, Guthrie Theater) and Christiana Clark (Bulrusher, Pillsbury House Theatre Company) and some of the finest live entertainers in town will make sure it's a night you won't want to miss.

The winner receives \$5,000 and a Tag Heuer watch from the J.B. Hudson collection and the charity of his choice receives \$1,000.

Eligibility is simple. Any man between 24 - 44 living in the seven county metropolitan Twin Cities area can enter online at [www.OneManMinneapolis.com](http://www.OneManMinneapolis.com). The deadline for applications is May 15, 2009. Twenty semi-finalists will be chosen and their picture and profiles will be posted online at [www.OneManMinneapolis.com](http://www.OneManMinneapolis.com) until July 14, 2009.

Five finalists will be chosen based in part on on-line voting open to any resident of the Twin Cities who is aged 18 and over. Six happy-hour parties will be held during the on-line voting period to allow the community to 'Meet the Men'. The parties, featuring the signature 'One Mantini' and complimentary appetizers, are open to all at the following dates and locations:

Wednesday, June 10, 5 – 7pm, Restaurant Max at Hotel Minneapolis

Thursday, June 18, 5 – 7pm, J.B. Hudson Jewelers Nicollet Mall

Wednesday, June 24, 5 – 7pm, Zahtar by Fhima at Grand Hotel Minneapolis

Tuesday, June 30, 5 – 7pm, Village Park Apartments of Minnetonka

Thursday, July 9, 5 – 7pm, Stella's in Uptown

Tuesday, July 14, 5 – 7pm, Chambers Hotel

In addition to Absolut and Village Green Companies, One Man Minneapolis is sponsored by J.B. Hudson Jewelers, Tag Heuer, Sun Country Airlines, Elsworth Menswear, Mpls.St.Paul Magazine, Yelp.com and FM107 radio.

One Man Minneapolis is produced by MAYER, a Twin Cities sponsorship marketing business owned by Scott Mayer, with Mitch Kelly as creative director.