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## *It's What's Inside*

What You Need to Know About Google Glass  
How to Enjoy Spa Services for Mother's Day  
Companies That Take Care of Their Employees  
Top Five Thoroughbred Horses of All Time

## *Hold Your Horses*

### It's Kentucky Derby Time

Billed as "The Most Exciting Two Minutes in Sports," the Kentucky Derby is a 1.25 mile race for three-year-old thoroughbred horses. It's arguably the most glamorous horse racing event of the year, drawing an average of 150,000 visitors from all over the world.

Always held on the first Saturday in May in Louisville, Kentucky, this prestigious horse race dates back to 1875 and is steeped in tradition. If you're headed to Churchill Downs (or just want to know more about the "run for the roses"), here's a quick rundown on the terms and traditions that help define this edge-of-your-seat event.

**Mint Julep.** This is the official drink of the Kentucky Derby consisting of bourbon, mint and a sweet syrup, and it's traditionally served in a commemorative Kentucky Derby glass.

**Burgoo.** A thick, meaty stew that is the traditional meal of the Kentucky Derby.

**Millionaire's Row.** The premium seating area that houses all of the rich and famous Kentucky Derby guests during the races.

**Triple Crown.** A series of three races—the Kentucky Derby, the Preakness Stakes and the Belmont Stakes—that is run annually by a group of thoroughbred horses.

**Derby Hat Parade.** The derby hat parade takes place inside of Churchill Downs and refers to the sea of stylish and elegant hats worn by women and men alike during the Kentucky Derby.

**Kentucky Derby Festival.** This is the annual two-week series of events held in Louisville beginning with Thunder Over Louisville and leading up to the Kentucky Derby.

**The Infield.** The flat, grassy area inside of the track, the infield is best known for hosting the largest Kentucky Derby party.

**Secretariat.** The fastest Derby ever was run by Secretariat in 1973. He ran the race in 1:59.4 and is the only horse to have ever come in faster than two minutes.



# What You Need to Know About Google Glass

The latest buzz about Google has the search giant delivering you information as usual—but this time, the answers are right in front of your face, literally. Google Glass is preparing to make its debut. Here's the scoop on the hottest technology coming from the Silicon Valley goliath.

**What is Google Glass?** It's basically a wearable, voice-activated computer in the style of futuristic eyeglasses that allow users to find directions, ask questions, translate languages, take pictures, send messages and more. Google Glass is designed to be extremely lightweight and reportedly weighs less than a standard pair of sunglasses.

**It projects a smartphone-like experience into your field of vision.** The basic idea is that you can see texts, emails, cue up your music, check the weather and more all right in front of you. You can also respond or call up things with voice-activated commands. The augmented-reality interface can highlight things you see in real life, plus tell you more about them. You can also share live video of what you are seeing with someone else.

**Google initially hyped Google Glass as a research project.** But several Google employees have shown off Glass on Google+, and it's made an appearance at events from SXSW to the Oscars. All signs point to more than research.

**The day-to-day convenience could be amazing.** In March, JetBlue released photos that showed what would happen if you wore Google Glass and took a flight, indicating that it could display flight status, direct you to the nearest electrical outlets at the airport, guide you to baggage claim, tell you the fare for a taxi ride or help you find a free parking spot in the garage.

**When can you get yours?** Originally Project Glass was scheduled for a public release in 2014, but the latest news suggests that consumer units could be available by the end of 2013. The estimated cost is rumored to be comparable to the retail price of a smartphone.



## Top Five Thoroughbred Horses of All Time

1. Secretariat
2. Man o' War
3. Affirmed
4. Seattle Slew
5. Spectacular Bid

—according to [horseracingnation.com](http://horseracingnation.com)

## Relax, Mom Spa Services for Mother's Day? Here's How to Enjoy.

A trip to the spa should be relaxing and rejuvenating, but if you've never been and don't know what to expect, you might feel a little apprehensive at first. In honor of the moms who receive the gift of pampering this Mother's Day, here is how to get the most out of a spa visit.

**Arrive early.** Show up about 15 minutes before your appointment. Most spa services require you to fill out a health form and a waiver.

**Turn off your phone.** Leave any noise-making devices in a locker. The atmosphere of most spas is quiet and calming.

**Speak up.** If you don't like certain things during your treatment—the pressure during a massage, the music, the temperature—just ask your therapist to make necessary adjustments. This is your time. Don't feel bad about making requests.

**Or don't speak at all.** During any spa service, you can choose to talk or you can stay quiet—you make the choice. The therapist will follow your lead.

**Wear what's comfortable.** Typically during a massage, you are completely undressed but covered with a sheet at all times. Only the part being massaged is uncovered. However, if you're

## *In Sickness and in Health* 4 Companies That Take Care of Their Employees

With all the recent news about how sitting all day is killing people, some companies are taking responsibility for their part and responding with beefed-up efforts to improve employee wellness. Here are four that are going above and beyond to help their employees live longer.

**Progressive Insurance.** Headquartered in Cleveland, this national insurance company helps its 25,000 employees stay healthy with an on-site Fitness Center, Weight Watchers reimbursement program, yoga and boot camp classes, personal training and a smoking cessation program.

**Twitter.** This social media giant encourages its 1,000 employees at the San Francisco headquarters to stay healthy by offering on-site yoga, Pilates, Wing Chun Kung Fu and CrossFit classes. On-site massages

and acupuncture sessions are also available for a fee.

**Wegmans.** Based in New York, this supermarket chain encourages its staff to follow the Eat Well, Live Well principles, which focus on fitness and healthy eating habits. Employees also get free flu vaccines and regular health screenings, plus access to a smoking cessation program that's helped over 2,000 employees in the last few years. They also have a 24/7 health hotline just for employees.

**Zappos.** In Henderson, Nevada, employees participate in monthly team-building outings at this shoe and clothing company. On-site wellness services include nap rooms and nursing rooms for moms. And even furry family members are taken care of with health insurance coverage for pets.

### *Insights*

**Horses running in the Kentucky Derby lose an average of 15 to 25 pounds during the race.**

more comfortable wearing undergarments or a bathing suit, dress to your level of comfort.

**Take your time once finished.** It's typical to feel a little light-headed following a massage or other spa treatments. Also, you'll likely feel so relaxed that you don't want to move quickly. No worries. Take your time getting dressed, reapplying makeup or just relaxing for a moment. Taking a half-hour nap might be frowned on, but don't feel rushed to leave the moment your spa services are complete.

## *Products and services from A to Z*

Ad Inserts  
Ad Specialties  
Annual Reports  
Banners  
Bill Inserts  
Booklets  
Books  
Brochures  
Business Cards  
Business Forms  
Carbonless Forms  
Catalogs  
Corporate Apparel  
Customer Website Portals  
Digital Printing  
Direct Mail  
E-Newsletters  
Email Blasts  
Envelopes  
Flyers  
Forms Management  
Full Bindery Services  
Graphic Design  
Imprint Programs  
Integrated Marketing Services  
Labels  
Letterhead  
Mailing Lists  
Mailing Services  
Manuals  
Market Research  
Marketing Services  
Newsletters  
Offset Printing  
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Photocopy Services  
Postcards  
Presentation Folders  
Programs  
Promotional Products  
Sell Sheets  
Signs  
Tags  
Tickets  
Variable Data  
Website Management  
Websites



### *Sentiments*

**“There is more to life than increasing its speed.”**

—Mohandas K. Gandhi

## First Impressions

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# Creative Graphics now offers a full line of Promotional Products and Corporate Apparel

Promotional Products are a great tool to put your brand into your customer's hands, to be seen and to be used over and over again.

From simple inexpensive give away items to high quality gifts for valued customers, we can help you find the right item to deliver or support your marketing message.

### Top uses of Promotional Products:

Business gifts	Corporate casual apparel
Event marketing	Tradeshows
Employee relations	Public relations
Holiday gifts	Motivation and incentives
Traffic building	Recognition/service awards
Brand awareness	Souvenir/remembrance
Safety programs	Product rollouts
Point-of-purchase	Direct mail marketing

