

**For Immediate Release**

**Media Contact:**

Burke Wood  
Burkewood Creative  
Phone: 609-520-0090 ext. 101

**Burkewood Creative helps launch the Cool Cap™ Heat Blocking Car Cover  
by Reflectionite™**

*Cool Cap™ Heat Blocking Car Cover keeps car interior 90 degrees cooler.*

**August 2009 -- Princeton, New Jersey** based creative boutique Burkewood Creative recently handled all creative production and post for the commercial product launch of Cool Cap™ Heat Blocking Car Cover by Reflectionite™. The Cool Cap™ is a reflective car cover that keeps the interior of your car cool. The Cool Cap™ keeps your car a full 90 degrees cooler than if it were parked in the sun alone.

Burkewood Creative has handled all creative aspects of this product from website and logo design, branding, and production of multiple direct response television commercials.

The spots were filmed using real customer testimonials shot on location at their homes. Going against conventional direct response commercials that use paid pitchmen, Burkewood Creative decided to utilize Cool Cap™ inventor and came up with the concept of branding him as Jimmy "Cool Cap" Wood.

The product was launched on June 20, 2009 and has had a tremendous response.

For more information about the Cool Cap™ Heat Blocking Car Cover by Reflectionite™ or to view the Cool Cap™ commercials visit <http://www.itscoolinhere.com>.

Burkewood Creative has over twenty years of experience. They can create it, produce it, direct it, design it and deliver it. They can do all of it, some of it or just one piece of it. They are a smorgasbord of creative resources.

To learn more about Burkewood Creative go to [www.burkewood.com](http://www.burkewood.com)  
or contact Burke Wood at 609-520-0090 ext. 101 / [burke@burkewood.com](mailto:burke@burkewood.com)