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FOR IMMEDIATE RELEASE

ZENTX BUILDS LARGEST NEW YEARS EVE BALL IN MICHIGAN
ZENTX Media Group Builds New Years Eve Ball for Midnight on Main Event

Freeland, MI – December 8, 2011: ZENTX Media Group (ZENTX), a visual solution provider in the Great Lakes Bay Region, is creating Michigan’s largest New Years Eve ball for Midnight on Main’s New Years Eve ball drop. The Midnight on Main event will take place in downtown Midland, MI on New Years Eve and will feature entertainment, beverage tents, fireworks, ice sculptures, and more.

The 1,200-pound ball, which was designed and fabricated internally at ZENTX, measures 8 feet in diameter - currently the largest New Years Eve ball in the state of Michigan. The ball contains an aluminum structure and acrylic panels that house over 2,300 LED/RGB lights. The lighting contains over 300 individually controlled nodes, which allows for millions of color variations. In addition to the creation of the ball, ZENTX is also programming custom light shows to be seen during the event.

“This New Years Eve ball is a perfect example of what ZENTX is all about – clients come to us when they have an idea that can’t be easily found in the marketplace and we turn it into a reality. In this case, the Midnight on Main committee came to us with the idea, we provided some concepts and now we are days away from completion of the ball.” said Mike Wenz, President of ZENTX Media Group. “ZENTX is thrilled to be creating the ball for Midnight on Main, and of course we had to make it the largest in the state.”

At the Midnight on Main event, the New Years Eve ball will be suspended approximately 100 feet high in the air on Main Street in downtown Midland by a crane, supplied by Fisher Contracting, Midland, MI. The ball will descend 80 feet during the countdown to midnight and will rest on a platform approximately 20 feet high in the air for attendees to view.

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ZENTX Media Group is a visual solution provider of print, digital and custom fabricated products; offering a diverse range of custom graphics, including graphic design, exhibits, printing, vehicle graphics, signage, interior environments, mobile interactive spaces, and custom fabrication. Since 1997, ZENTX has combined creativity, enthusiasm, and imaging technology to deliver high-quality visual products that provide results for all customers.

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If you would like additional information about this topic, or to schedule an interview, please contact Beth Bauer at 989.695.6770 or beth@zentx.com.

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