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BADA BLING! Packed full with swanky and shiny swag only Liberace might wear, Coast to Coast Entertainment's popular Got Bling? skill crane was in the spotlight during the fashion industry's Magic Marketplace trade show held in Las Vegas in August. The crane company played up its bling factor by teaming with Liberace licensee Kashi Kicks, which packed its prize dispenser with dazzling, "ostentatious to the extreme" Liberace Collection sneakers inspired by the late entertainer's flashy, over-the-top sense of fashion. Liberace lovers also flocked to the Got Bling? crane for their chance at winning kitschy-cool powdered drink mixes supplied by Liberace licensee McSteven's featuring the likeness of the flamboyant entertainer. The Liberace licensing program is managed by Fame Farm licensing agency.

