



B|W|R PPI Welcomes Infamous Motorcycle and Apparel Brand Beverly Hills Choppers to Its Roster

Product placement division to work closely with company founders to promote their unique midi-choppers and associated clothing lines.

Beverly Hills, CA ([PRWEB](#)) May 19, 2005 -- B|W|R PPI is excited to add Beverly Hills Choppers and Beverly Hills Angels Apparel to its current roster. The choppers were made "infamous" by Kim Stewart, daughter of rock icon Rod Stewart, when she crashed the bike on the red carpet of the Maxim Hot 100 party along side pal Paris Hilton. Threatened with a lawsuit from the two girls, the owners of BHC rectified the situation by customizing two pink bikes for the girls who immediately started a new gang of out and about society girls called "Beverly Hills Angels." This led to the start of a clothing line that, when complete, will exude an attitude of luxurious rebellion.

The choppers are the world's first street legal "midi" chopper. These pint sized powerhouses have a 6 horsepower, 2-stroke, fully automatic Tecumseh engine with electric start and can reach speeds up to 60 miles an hour without having to shift. Each bike is custom made and special orders are available. At 128 pounds each, they are very simple to pick up and maneuver with two people.

With celebrity fans such as Paris and Nikki Hilton, Nicole Richie, Kim Stewart, Adrien Brody and Jason "Wee Man" Acuna, these bikes have been making star appearances on the Hollywood circuit since they were introduced in late 2004. Custom bikes have also been made for the likes of Russell Simmons, Kimora Lee Simmons, Lisa Kline and Grail Clothing.

Beverly Hills Choppers is a division of Fratto-Beich Productions; an entertainment production and brand creation company owned by Johnny Fratto and Wally Beich currently in development of a television series with Fremantle Media (American Idol, Family Feud, Price is Right) called "Son of a Gun." A perfect mix of "Curb Your Enthusiasm" and "The Sopranos," the series follows the day-to-day happenings of the company's co-founder, Johnny Lew Fratto, the son of a Midwest captain in Al Capone's notorious army. Through its demi-reality format, The Beverly Hills Choppers crew takes the viewer through a hilarious series of events that involve reputed gangsters, the Hollywood elite and well known business moguls. Be sure that the choppers and Beverly Hills Angels apparel will have a starring role in this series.

For more information on placing the choppers or clothing in your production or editorial, please contact Matt Meyerson at mmeyerson@bwr-la.com or by phone at 310-550-7776. Showings are available by appointment early. Select partnership and sponsorship opportunities are also available.

Headquartered in Beverly Hills with offices in New York, B|W|R Public Relations has established a 25-year reputation as a full-service firm. Its clients have spanned a breadth of publicity disciplines including corporate (e.g., HP, Nike, Microsoft), corporate entertainment (19 Entertainment, Alcon Entertainment, Mosaic Media, Yari Film Group, Regency Television), feature film (Holes, Frida, Snatch, Nurse Betty, My Dog Skip, Bean, The Usual Suspects, Se7en), television networks (launch of TNT, E!, Sci-Fi Channel, Oxygen, SÅ TV, Al Gore's INdTV), television shows ("American Idol," "Malcolm in the Middle," "The Bernie Mac Show," "Spin City," "Home Improvement") and talent (currently Robert Duvall, Brad Pitt, Britney Spears, Jennifer Lopez, Renée Zellweger, Ashton Kutcher, Jack Black, Chris Rock, Lindsay Lohan, Will Ferrell, Jennifer Garner, Reese Witherspoon, Adam Sandler, Vin Diesel, Dave Chappelle, Nicolette



Sheridan, Jon Stewart, Hilary Swank and Snoop Dogg, among 150 personalities).

The company's other core competencies include special events (including venue openings, concerts, award shows and parties such as Elton John/Oscars, "Entertainment Tonight"/Emmys and Nelly/Grammys), non-profit/public affairs (Revlon Run/Walk for Women, Rock the Vote, American Red Cross, Read California, Habitat for Humanity/Jimmy Carter Work Project), destinations (Wynn Las Vegas, Mandalay Bay, W hotels, Sandals & Beaches Resorts, St. Regis Monarch Beach Resort, Virgin Megastore, DisneyQuest, Louis Vuitton, Michael Jordan's Steak House, ESPN Zone), consumer products (Perrier, Rockstar, Patr  n, Absolut, Diesel, The BikeBoard, Trish McEvoy, Michael Jordan Cologne), publishing (Lemony Snicket, "The Boondocks"/   Aaron McGruder, Playboy Enterprises, Los Angeles Magazine, Stuff) and technology (Nokia, LG Electronics, Microsoft Xbox, TiVo, Adobe, Sirius Satellite Radio, Amazon.com).

B|W|R PPI was formed in late 2004 to address the needs of corporate clients seeking to "lower the velvet rope" to Hollywood. Through product placement, brand integration, promotions and partnerships, PPI leverages the company's unmatched contact database to create organic branding campaigns within the entertainment landscape. Its current roster includes clients such as Grail Clothing, The BikeBoard Company, Gary Scott USA and has worked on special projects for Clive Davis's Grammy Party, The New York Comedy Festival, Capitol Records and Spin Magazine's Year in Music Party partnering them with such brands as Hasbro, Everglo, Reader's Digest and the Verisign Corporation.

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