



## **FOR IMMEDIATE RELEASE**

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## **PPAI INTRODUCES BEEZLEY**

### **New Mascot For The Promotional Professionals Mentoring Network**

**Irving, Texas, (November 28, 2006)** Promotional Products Association International (PPAI) is pleased to introduce the arrival of a new mascot, Beezley. As part of his responsibilities, Beezley will represent the Promotional Professionals Mentoring Network (PPMN) and work to create a “buzz” about PPMN, its mission and goals.

“While logos are a great identifier, PPMN’s new bee mascot creates an added level of recognition for our organization,” said Marijo Deitz Whitcomb, MAS, chair of the PPMN Marketing Committee. “Our bee helps to create a new ‘buzz’ about what PPMN does as far as mentoring, networking and education. Bees are smart, social creatures. We felt this particular mascot would help build our brand, which is a key focus of our organization, as it best represents what PPMN is all about.”

Promotional Professionals Mentoring Network, a Special Interest Council of PPAI, was formed in 2004 to foster education, networking and mentoring within the promotional products industry. Benefits include a Job Bulletin Board, mentoring program, scholarships, networking, leadership opportunities, specialized education programs, preferred seating at PPAI shows and more.

Beezley received his name as a result of an online voting poll, in which the winning name received almost 34 percent of the votes. Runners up included Buzz with 29 percent, Buzzbee with almost 16 percent, Buzz Promo with 12 percent and Beebert and Bobbee with 4.6 percent of the votes respectively. Click here to see images of [Networking Beezley](#), [Mentoring Beezley](#) and [Education Beezley](#).

The only requirement for membership in PPMN is that you must work for a company in the promotional products industry. Dues are \$25 annually (\$35 starting January 1, 2007). For more information about PPMN, visit the website at [www.ppmn.com](http://www.ppmn.com) for a complete list of benefits and the membership application, email [ppmn@ppa.org](mailto:ppmn@ppa.org) or call 972-258-3084.

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For more information about Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including research and case studies), visit the PPAI website at [www.ppa.org](http://www.ppa.org) or contact PPAI at 972-258-3041 or [PR@ppa.org](mailto:PR@ppa.org).

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PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, tradeshow, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are an \$18 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry’s only free identification system and universal company database.