



FOR IMMEDIATE RELEASE

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PPAI Reaches Out To Member Companies Affected By Recent Floods

Irving, Texas (June 20, 2008) Many communities and businesses in Illinois, Indiana, Iowa and neighboring states have been devastated by recent summer storms and flooding. As floodwaters continue to rise along the Mississippi, additional communities are expected to struggle with the same transportation, flood damage and communication challenges.

The industry's only national trade association, Promotional Products Association International (PPAI), is reaching out to member companies affected by these floods in the form of the **Promotional Products Business Recovery Plan**. The purpose of the recovery plan is to take care of immediate needs by determining which companies have been affected, what they need and then collecting and distributing critical resources to help re-establish businesses that have been destroyed, damaged and disrupted. This Plan was first used in 2005 to help those industry members who were affected by Hurricanes Katrina and Rita.

"In some areas, the damage is simply catastrophic," said Sherri Lennarson, MAS, president of Iowa-based Bankers Advertising and PPAI Chair-elect. "Times like this call for us to come together as a community and support one another. I'm proud of our Association in taking the lead in delivering help that's dearly needed in the affected areas. But, we mid-westerners are a hearty lot and I'm confident that we'll rise above these flood waters."

To address the immediate needs, PPAI asks for the industry's help in the following areas:

- **Identification** of those affected and their needs. In addition to trying to contact businesses in the affected areas, PPAI is asking anyone who knows of a business affected by the storm to contact the Association at 972-258-3041 or by e-mail at AnneL@ppai.org.
- **Financial contributions, goods, materials and services** that are essential to operating and managing a distributor sales office or supplier manufacturing facility are also needed. Those wishing to make a donation are encouraged to e-mail your proposed donation to Anne Lardner, PPAI senior manager of communications at AnneL@ppai.org.

Financial contributions can be directed to the Promotional Products Business Recovery Fund, care of PPAI, 3125 Skyway Circle North, Irving, Texas 75038. This fund is a 501c3 organization and all contributions will be tax deductible. A receipt noting your tax-deductible contribution will be sent to you. These funds will be dispersed directly to those member companies most severely affected by this natural disaster.

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.ppai.org or contact PPAI at 972-258-3041 or PR@ppa.org.

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 more than a \$19.4 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.

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