



FOR IMMEDIATE RELEASE

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**PPAI HOSTS TOWN HALL MEETING AT THE PPAI EXPO 2007
TO ADDRESS PROPOSITION 65**

All Supplier and Distributor Members are Encouraged to Attend

Irving, Texas, (December 11, 2006) Promotional Products Association International (PPAI) will host a members' town hall meeting during The PPAI EXPO 2007 on Saturday, January 6, 2007, from 10:30 to 11:30 am in the Mandalay Ballroom. The purpose of this meeting is to update all industry practitioners regarding new legislative opportunities to preempt Proposition 65 and address the current prohibition on the sale and distribution of certain promotional products in California.

The Association will bring together industry leaders to review options for complying with Prop 65 and to discuss prospective legislation that may be introduced in the United States Congress in 2007 to preempt Prop 65. The discussion will be led by Steve Slagle, CAE, PPAI president; Stanley Breckenridge, MAS, 2007-2008 chairman-elect of the PPAI Board of Directors and senior vice president of sales and marketing for Moderne Glass Company, Inc.; John Satagaj, PPAI legal counsel; and Trenton H. Norris, a partner with the California law firm Bingham McCutchen, LLP and a leader in Proposition 65 litigation and compliance.

The U.S. Congress considered legislation earlier this year that would have provided Federal guidelines and stopped enforcement for some limited products and purposes of Proposition 65, the Safe Drinking Water and Toxic Enforcement Act, approved by California voters in 1986. The initial purpose of Proposition 65 was to protect California citizens and the state's drinking water sources from chemicals known to cause cancer, birth defects or other reproductive harm, and to inform citizens about exposures to such chemicals. However, the "significant risk level" as determined by the state of California is often so low the effects of Prop 65 are significantly more far-reaching than most Californians likely imagined at the time of passage.

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The impact of Proposition 65 is not limited to California but is a national problem. Even when the entire distribution chain is based outside California, if even one promotional item ships to California, all involved, suppliers, promotional consultants and end buyers, are potentially liable under the terms of Prop 65.

Members may learn more about Proposition 65, the House and Senate legislation that was proposed to preempt Prop 65, and a comprehensive article, “Indecent Proposition,” published in the May 2006 issue of *PPB* by [clicking here](#).

For more information about Promotional Products Association International (PPAI), visit the PPAI website at www.ppa.org or contact PPAI at 972-258-3041 or PR@ppa.org.

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PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, tradeshows, 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.