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PPAI SPONSORS FOOD DRIVE

Donates More Than One Ton Of Goods Plus Cash Donations

Irving, Texas, (May 21, 2008) Staff members at **Promotional Products Association International (PPAI)** wrapped up their annual food drive this year—collecting **2,794 pounds** of goods and nearly **\$500** in monetary donations—to benefit Irving Cares, a local food pantry. (Pictures attached)

Working through the PPAI Community Services Committee, an internal employee group that coordinates the many outreach projects of the nonprofit trade association, the entire PPAI staff was grouped into teams that competed to see which could bring in the most food for the food pantry. Food items were given a point value, based on what was identified by the pantry as most needed. Each week, a designated list of food items were assigned bonus points and weekly totals were posted for each team. When it was all over, PPAI employees had donated almost \$500, and nearly a ton and a half of food and pantry supplies, as well as more than 2,000 plastic bags for food bank patrons to transport their groceries home.

“The PPAI Food Drive has been an annual tradition for more than five years, but this year was different,” said Pat Burgher, CAE, PPAI community service coordinator. “Considering the current state of the economy, we were extra eager to do what we could, and as an Irving-based association, we felt our community needed assistance more than ever before.”

Irving Cares is a United Way agency dedicated to providing Irving residents with temporary assistance and training to promote self-sufficiency. With such programs as food pantry access, financial assistance, patient transportation, psychotherapy counseling, employment services and medical prescription discounts, Irving Cares is able to buffer the financial crunch several families are experiencing due to the rising costs of fuel and groceries. Through its food pantry, groceries are provided to those needing emergency, temporary food supplies. Assistance is also provided as a supplement to senior citizens on a minimal fixed income. Last year, Irving Cares filled 4,128 grocery orders for 3,675 families at about 50 pounds per order.

“The programs and assistance we are able to offer is only possible through the generous support of partners in the community such as PPAI,” said Leigh Eitson, coordinator of volunteers for Irving Cares. “We are very grateful for the ongoing support we receive from the Association and look forward to doing it all over again next year.”

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Promotional products are an essential element in the marketing mix. Adding your message to a tangible product turns an ordinary message into a marketing experience your audience can see, touch, hear, smell and even taste. Promotional products are the only way to make a sensible—and memorable—impression. 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@ppai.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 an \$18.8 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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