



FOR IMMEDIATE RELEASE

Media Contact: Anne Lardner
972-258-3041
AnneL@ppai.org

SAAC Becomes 27th PPAI Regional Affiliate

Irving, Texas, (June 11, 2008) Promotional Products Association International (PPAI) is pleased to announced that the Board of Directors of Specialty Advertising Association of California (SAAC) has unanimously voted to join the PPAI Regional Affiliate Program, becoming the 27th regional association to participate.

“I am delighted that SAAC has elected to join the PPAI Regional Affiliate program,” said Michele Packard-Milam, CAE, PPAI director of member and regional relations. “SAAC holds a special place in the regional association family and its contributions to this vibrant community will be significant.”

The PPAI Regional Affiliate Program supports regional associations through a variety of benefits including professional development opportunities, advertising discounts, marketing expertise, a regional centralized database, strategic planning assistance, templates, tools and discount programs such as FedEx and Cvent among others.

“I am very proud of the Board’s unanimous decision to affiliate with our national association,” said Missy Kilpatrick, SAAC president and executive vice president for Castelli Diaries USA, Inc. “This affiliation will benefit SAAC and its membership on multiple levels for many years.”

Kilpatrick explained that the decision was very carefully considered with full board participation and focused on the long-term success of the association.

There are 28 regional associations, each representing a geographic territory of the country. Since the PPAI Regional Affiliate Program was introduced in October 2005, 27 of the associations have completed the affiliation process and become fully chartered regional affiliates.

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 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.

###