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Media Contact: Anne Lardner

972-258-3041

AnneL@ppa.org

Mick Fleetwood Selected As Keynote Speaker For The PPAI Expo 2007

Irving, Texas, (July 24, 2006) – Two dynamic speakers, **Mick Fleetwood**, of the Grammy-winning band, Fleetwood Mac, and **Erin Gruwell**, a high school teacher who challenged 150 inner-city students to take charge of their futures, have been selected by Promotional Products Association International (PPAI) to open the general sessions at The PPAI Expo 2007 in Las Vegas, Nevada, January 3-6, 2007.

“We are thrilled by the caliber of speakers we are able to offer to our members this year,” said Darel Cook, PPAI director of expositions and meetings. “Both Fleetwood and Gruwell have harnessed creativity, passion and commitment to achieve tremendous success and we hope they will inspire our members to do the same.”

“These speakers are but a small part of The PPAI Expo 2007,” Cook continued. “As the 50th largest trade show in the country, The PPAI Expo is loaded with business-building products and educational opportunities including roundtable luncheons, education seminars and networking functions, as well as hundreds of new products.”

Fleetwood, legendary drummer and co-founding member of the band Fleetwood Mac, is the keynote speaker for the opening general session of The PPAI Expo 2007 on Thursday, January 4, 2007, at 8:30 am. Credentialed media will have the opportunity to attend the session and meet with Fleetwood immediately following it.

In his keynote speech, Fleetwood will address the success he has enjoyed by blending art and business and always focusing on the future while remembering lessons learned in the past. He attributes his success in a variety of entrepreneurial worlds to passion, creativity, motivation and commitment.

Teacher and author, Erin Gruwell will open the general session on Friday, January 5, 2007, from 8:30-9:45 am. Gruwell, the inspiration for the upcoming Paramount Pictures film, *Freedom Writers*, starring Oscar-winner, Hilary Swank, will share her inspirational journey with 150 inner-city high school students. She has captured this experience in her

book, *The Freedom Writers Diary – How a Teacher and 150 Teens Used Writing to Change Themselves and the World Around Them*. Media briefings with Gruwell can be arranged upon request.

The PPAI Expo, the annual tradeshow of Promotional Products Association International (PPAI), is the oldest and largest show in the promotional products industry. It offers roundtable luncheons, educational seminars, networking functions as well as new products and exhibits. Ranked as the 50th largest tradeshow in the country by *Tradeshow Week*, The PPAI Expo 2005 included 3577 booths and attracted more than 14,500 attendees.

Credentialed members of the media are invited to attend The PPAI Expo 2007. Please contact Anne Lardner at 972-258-3041 or AnneL@ppa.org for further details.

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

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PPAI—the promotional product industry’s only international not for profit trade association—offers education, trade shows, 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.