



**FOR IMMEDIATE RELEASE**

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### **PPB INTRODUCES WOMEN'S ACHIEVEMENT AWARD**

**Irving, Texas, (April 15, 2009)** Once a man's world, today the promotional products industry is teeming with bright and active women who have a major role in the industry's success. In celebration of women's progress, *Promotional Products Business (PPB)*, a **Promotional Products Association International (PPAI)** publication, is sponsoring a new award, the *PPB* Woman of Achievement Award.

The award will recognize an individual who has led the way in the advancement of women in the industry, exhibited outstanding leadership abilities and made significant contributions to the industry and her community.

To be eligible for nomination, candidates must meet the following qualifications:

- Be a woman currently employed or retired from a PPAI member company in good standing
- Have been employed for a minimum of five years (with one or more PPAI member firms)
- Have contributed time and talents to PPAI in at least three areas of involvement
- Current members of the PPAI Women's Leadership Advisory Committee are not eligible and cannot nominate candidates.

Any employee of a PPAI member company may nominate a candidate for this award. Click [here](#) for the nomination form and full details.

The winning candidate will be selected by the PPAI Women's Leadership Advisory Committee and recognized on July 8 at the fifth annual [PPAI Women's Leadership Conference](#) in Savannah, Georgia. She will also be featured in *PPB's* August 2009 issue. Nominate your candidate today—the deadline is **May 8**.

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](http://www.ppai.org) or contact PPAI at 972-258-3040 or [PR@ppai.org](mailto: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 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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