

PPAI NEWS

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MEDIA ALERT

PPAI And PPDRF Business Recovery Fund Stands Ready To Help Promotional Products Companies Affected By Hurricane Sandy

Industry Members Adversely Affected By Hurricane Sandy Encouraged To Contact BRF For Assistance And To Post Business Outage Notices

IRVING, Texas (Oct. 28, 2012) – Promotional Products Association International (PPAI; www.ppai.org), the world's largest and oldest international not-for-profit promotional products association in conjunction with the Regional Association Council (RAC), is offering disaster relief to assist promotional products industry members and non-members seriously affected by the impact of Hurricane Sandy in the form of the Promotional Products Disaster Recovery Foundation [Business Recovery Fund](#).

PPAI urges affected industry members to contact PPAI at pr@ppai.org or 888-I-AM-PPAI (426-7724) for assistance with specific needs to re-start their business, to update their contact information, with questions or to report a business outage. The Business Recovery Fund has information and resources on its website about how to [prepare](#) for a disaster.

"Hurricane Sandy could affect the promotional products industry all along the East Coast, and PPAI and the PPDRF Business Recovery Fund are prepared to help," said Paul Bellantone, CAE, PPAI president and CEO. "I encourage the industry to reach out and help with recovery efforts to get our fellow promotional products industry members back up and running."

HOW TO HELP

- **CONTACT** affected members. Identify specific needs. Report business outages to the PPAI disaster recovery hotline at pr@ppai.org or 972-258-3063. Outage notices will be posted to PPAI sites upon receipt.
- **DONATE** to the Promotional Products Disaster Recovery – Business Recovery Fund: Financial contributions can be made [online](#) or directed to the Promotional Products Business Recovery Fund, care of PPAI RAC, 3125 Skyway Circle North, Irving, Texas 75038. This fund is a 501(c)(3) organization and all contributions will be tax deductible. Donations help enable the PPDRF Business Recovery Fund to prepare for and provide assistance to the promotional products industry in response to disasters.
- **SEND** donation proposals for goods, materials and services essential to operating and managing a distributor sales office or supplier manufacturing facility to pr@ppai.org.

"This year, the '15 for the Fund' campaign has generated much needed funds and awareness for the Business Recovery Fund, and we are grateful for the support from the promotional products community," said Jeff Thomas, MAS, Promotional Products Disaster Recovery Foundation Business Recovery Fund chair. "But when disaster strikes, it is even more critical that the industry continue to answer the call and make donations to help those devastated by unexpected natural disasters like hurricane Sandy begin the recovery process."

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The Business Recovery Fund has been set up to help promotional products industry members and non-members get back to business in the wake of a natural disaster. The fund can help replace lost equipment and supplies—computers, cell phones, office supplies, promotional products catalogs and samples, provide a work area, or give other assistance as needed to get a business up and running as soon as possible.

About Regional Association Council

Promotional Products Disaster Recovery Foundation – Business Recovery Fund

The Promotional Products Disaster Recovery Foundation (PPDRF) Business Recovery Fund, managed by the Regional Association Council and first used in 2005, helps those industry members devastated by natural disaster. The purpose of the Business Recovery Fund is to help members and nonmembers get back to business in the wake of a natural disaster. The fund can help replace lost equipment and supplies—computers, cell phones, office supplies, promotional products catalogs and samples—provide a work area, or give other assistance as needed to get a business back up and running as soon as possible. For more information visit the PPDRF BRF [website](#).

About PPAI

Promotional Products Association International is the world's largest and oldest international not-for-profit promotional products association with a 109-year history of serving a membership that has grown to more than 10,600 corporate members; and advocating for the \$17.7 billion promotional products industry with its more than 31,000 businesses and 432,000 professionals. The multi-billion-dollar industry includes wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company's name, logo or message. PPAI offers education, tradeshow, publications, business products and services, mentoring, technology and legislative support to its members. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry's only free identification system and universal company database. For information regarding 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.

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