



Geiger Press Release

Contact: Gary Biron
Phone: 207-755-2257
Fax: 207-755-2157
E-mail: gbiron@geiger.com

Geiger
70 Mt. Hope Avenue
Lewiston, ME 04240

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Press Release – Geiger Recognized for Goodwill and Tutorial Programs Categories

Julie Isenhour, Independent Sales Partner with Geiger received confirmation that her entries for a Pyramid Award in both the Goodwill and Tutorial Program categories were selected as a Pyramid Nominee. Nominees are recognized for effective use of promotional products in community relations and promoting training programs. The award-winning campaigns feature the creative use of promotional products, packaging and copy to create integrated marketing programs that delivered quantifiable results. These nominees were selected by the PPAI Awards Committee and outside industry judges.

The primary marketing objective of the overall project was to build community awareness about Fit, Active, Black (FAB) Families, a federal project designed to address the health disparities issues associated with diabetes and childhood/adolescent obesity among African Americans within Saint Petersburg. The promotional products assisted with increasing project excitement and future program participation. Program attendees were given a series of incentive items containing the FAB Families logo. Each item supported the theme of its session. For example, a lunch cooler was used as a method to promote healthy snacks as well as encourage participants to remember to take snacks with them when leaving home for the day, a very important tip for diabetics. “We are very excited that the promotional efforts of FAB Families have been recognized in the categories of Goodwill and Tutorial. We have seen our program participation increase tremendously since our partnering with Julie,” said Keisha Bell, FAB Families Project Manager.

In past years, there were Gold, Silver, and Bronze winners for each category. New to the awards program this year, three nominees will be announced and recognized per category with one winner being presented the 2010 PPAI Pyramid award on stage during the PPAI Awards Presentation & Dinner, on Wednesday, January 13, during The PPAI Expo 2010 in Las Vegas, Nevada. Thus, being a nominee itself is being a winner.

Gene Geiger stated, “We are so pleased with this recognition and proud of our recipients. Again this year, Geiger is the Pyramid leader, having garnered 5 of 25 nominations.”

As an independent sales partner for Geiger, Julie Isenhour brings the power of promotional products to her clients to create successful promotional, marketing, and motivational programs using creative approaches and quality, imprinted products. Julie serves the Tampa Bay area.

Headquartered in Lewiston, Geiger is the largest privately held promotional products distributor worldwide. Geiger operates more than 20 divisional offices across the US and is affiliated with over 600 independent sales representatives. Geiger is an internationally renowned manufacturer of calendars and planners, and the sole publisher of the legendary Farmers' Almanac™.

Among the company's most recent awards are Gannett Family-Owned Business of the Year (2007) awarded by the Institute for Family-Owned Business of the University of Southern Maine, Family Business of the Year (2007) awarded by the Advertising Specialty Institute (ASI) and overall winners of 5 Pyramid Awards in 2009 honored by Promotional Products Association International (PPAI).

Fit, Active, Black (FAB) Families is funded by the Department of Health and Human Services Community Partnership to Eliminate Health Disparities. This grant stems from Healthy People 2010, a federal program that challenges all to take specific steps towards longevity and healthy living. FAB Families is a coalition of seven community Partners with the YMCA of Greater Saint Petersburg being the lead agency. For more information, see: www.stpeteFABFamilies.com

About YMCA of Greater St. Petersburg

The YMCA of Greater St. Petersburg has helped people in the community for more than 87 years. Focusing on the spirit, mind and body through programs that are built on Judeo-Christian principles, the YMCA of Greater St. Petersburg has met the ever-changing needs of children and families throughout the surrounding communities. The YMCA of Greater St. Petersburg is a not-for-profit; charitable organization and YMCA facilities are open to all people regardless of religion, race, income, age, ability, or gender.