

May 21, 2014

Mr. Chuck Goudie
Mr. Ross Weidner
WLS-TV Chicago (ABC7)
190 N State Street
Chicago, Illinois 60601-3302

Dear Mr. Goudie and Mr. Weidner:

Businesses, organizations and federal, state and local governments are making tough decisions about where to invest resources, and the promotional products industry appreciates the difficult choices that must be made. Despite budget strain, the government and its agencies must market their programs. We maintain that when an organization needs to cut marketing dollars, the decision should be based on the effectiveness of the marketing mediums in consideration.

On behalf of the Promotional Products Association International (PPAI), I write to ask that you take into account the benefits of promotional products advertising to government agencies and U.S. citizens.

The promotional products industry plays an important role in the U.S. economy—collectively more than 33,000 U.S. promotional products businesses provide nearly 500,000 small business-based (93 percent) jobs and \$19+ billion annually. Although promotional products play an important role in making the public and other audiences aware of important initiatives and are essential elements in successful marketing programs, all too often the industry comes under scrutiny when budgets are tight and cuts must be made.

In order for government agencies to be effective, they must first keep the lines of communications open to the citizens they serve. One of the most important things to remember in the success of any government service program is what the benefits are and how to gain access them. Promotional products are an integral part of this process and assure the information is **always close at hand**.

Promotional products are proven to be one of the most effective media available to advertisers. Because promotional products are tangible, useful and highly targeted to the audience they reach, 58 percent of consumers retain them for one to more than four years, delivering the highest rate of reach, recall and return on investment in the advertising industry.

Promotional products and the messages they carry help national, state, county and local governments to keep their citizens informed and well prepared by providing essential public service information in a timely and reliable manner through the best communications medium possible – promotional products. And that makes **Good Sense**.

On a winter day, imprinted blankets distributed to the homeless transform into a message of hope, caring and community. A key chain with a whistle handed out to students at a self-defense class becomes an empowering tool. A t-shirt given to children at a summer outdoor program is a memorable, functional keepsake. When the shirt is decorated with the phone number to call if the child is found lost, the imprinted shirt becomes a prudent safety precaution.

An imprinted blanket, a functional key chain, a promotional t-shirt—they're community. They're life-saving. They're undeniably effective.

Sincerely,

Paul Bellantone, CAE
President and CEO
Promotional Products Association International