

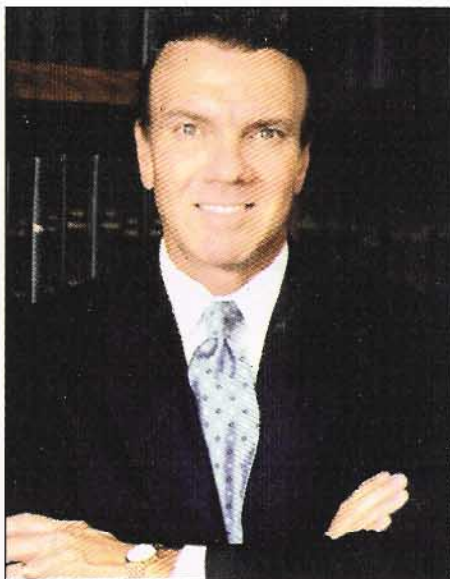
NEWS

IARW Hires Association Vision as Outsourced Communications Firm

The International Association of Refrigerated Warehouses (IARW) has selected Association Vision, a Washington, DC-area PR/marketing/publishing company, to provide complete outsourced communications services.

Association Vision will publish two newsletters for IARW, Cold Facts and Cold Talk, and provide public relations services for IARW throughout several industries that are target markets for IARW members, especially the food industry.

"We were looking for a firm that could work closely with our staff and provide a complete communications program," says IARW President & CEO J. William Hudson. "Association Vision is a perfect fit. The company is able to assess our program and provide high-level recommendations that will help us promote to



J. William Hudson

our entire industry."

"The members of IARW play a central role in food storage and distribution in countries around the world and make it possible for the global community to enjoy a wide variety of nutritious, safe, and affordable food products," says Association Vision President Al Rickard, CAE. "That's a message we intend to deliver and reinforce throughout all IARW target audiences."

Association Vision offers a wide range of communications services in the areas of public relations, marketing, and publishing and specializes in providing complete outsourced communications services. For more information, visit www.associationvision.com.

IARW is a nonprofit trade association headquartered in metropolitan Washington, DC, with offices in Europe and Asia. It represents the refrigerated services industry – warehousing, distribution, transportation, information, and logistics. It was established in 1891 and now has members in more than 50 countries on six continents. Members of IARW also support and benefit from the services of the World Food Logistics Organization. WFLO is a nonprofit research and educational foundation. For more information, visit www.iarw.org.