

PROMO KITCHEN

For immediate release

December 1, 2011

Dear industry colleague,

We're excited to announce the launch the **Promo Kitchen** blog.

Promo Kitchen represents a **cross section** of the industry: suppliers, distributors and service providers, Americans and Canadians, men and women, sales people and business owners, young and the young at heart. The blog will be used as a platform for thoughtful and thought provoking content about the way forward in the industry.

We have 2 mandates:

1. Education. We want to advance the industry through thought provoking discussion on a variety of subjects (marketing, sales, technology, operations, productivity, creativity).
2. Mentorship. We want to make the industry better for newer entrants and the idea is to match young superstars with some seasoned members in Promo Kitchen.

We are completely neutral and volunteer based so we want to welcome everyone into the conversation. We greatly value our relationship with the national and regional associations and hope to get everyone involved (guest posting, guest interview on our podcast, active commenting, etc). There will be plenty of opportunities.

The blog will continue to evolve much like anything in the social space. We're looking forward to the rich conversations going forward.

The Promo Kitchen team

For press inquiries, please contact

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