



**Activate! Promotion + Marketing's Fred Parker
Named ASI's 2012 Entrepreneur of the Year**

CHARLOTTE, NC—May 9, 2012— The Advertising Specialty Institute (ASI) named Fred Parker, President and CEO of Activate! Promotions + Marketing, as its 2012 Distributor Entrepreneur of the Year.

ASI's Counselor magazine Entrepreneur of the Year award is two-pronged, recognizing one distributor principal and one supplier principal. Nationally, there are approximately 27,000 distributors and suppliers considered for the accolade. The distributor award highlights one individual that embodies an entrepreneurial spirit, exhibiting both innovation and thought-leadership within the distribution space of the industry.

"I am humbled and honored to be receiving the award, it's a timely reflection of our team's exceptional insight into the industry," remarked Parker. "We've worked really hard to stay ahead of the curve, and this is great affirmation that we're doing the right things."

Parker, who was named to the Counselor's Power 50 in 2011, was also a runner-up for the Entrepreneur of the Year Award in 2004, before it was split into two awards.

He accepted this year's recognition at ASI's New York Show in Manhattan.

About Activate!

Founded in 1995, Activate! is a world-class promotional marketing company specializing in custom products and brand marketing. Activate! has won nine Pyramid Awards from the Promotional Products Association International (PPAI) and has also been honored by the Advertising Specialty Institute (ASI) with Best Client Promotion Awards.

Activate! has twice been recognized as one of the industries "Top 10" fastest growing distributors. The Charlotte Business Journal has recognized Activate! on three occasions as one of the fastest growing companies in the region, and in 2009, named Activate! to its list of the "Best Places to Work" in the Charlotte area. For four consecutive years (2008, 2009, 2010, 2011), ASI's Counselor magazine named Activate! as one of the "Best Places to Work" in the promotional products industry.

The Charlotte, NC-based company has offices in Houston and Seattle with market coverage in Anchorage, Atlanta, Dallas, Denver, Grand Rapids, New York, Raleigh and San Jose. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Asia, Canada and the United Kingdom.

Company Contact

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