



Activate! Promotions + Marketing Named to Counselor Magazine's "Best Places to Work" for the Sixth Straight Year

CHARLOTTE, NC—December 16, 2013—Activate! Promotions + Marketing has again been named among the "Best Places to Work" by the Advertising Specialty Institute's *Counselor* magazine.

Since *Counselor* began publishing the list in 2008, Activate! has been honored with the distinction all six years.

"We nurture an open environment where our employees feel empowered to directly influence the overall well-being of the company," said Fred Parker, CEO of Activate! Promotions + Marketing. "This atmosphere isn't something that is established overnight; it's a full-time job structuring and molding a productive and approachable culture."

To create the list, *Counselor*, in conjunction with Quantum Market Research, compiles and scores employee-surveyed data. All 'Best Places to Work' companies are determined exclusively on the basis of their employees' responses to the Employee Engagement Survey. The surveys are tallied and, based upon feedback, the companies receive an overall rank.

Counselor Editor, Andy Cohen, noted that Best Places to Work companies typically produce employees, "who feel respected, involved and engaged." He went on to say, "It's all about how employees feel about coming to work on a daily basis."

Counselor magazine has been the voice of the promotional products industry since 1954. They have the highest paid circulation of any magazine in the ad specialty industry.

"It's always an honor to be recognized for our work environment," said Parker. "I feel fortunate to have such a fantastic group of employees who care about each other as much as the company."

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. For six consecutive years (2008-2013), 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, Kansas City, Los Angeles, New York, St. Louis and throughout North Carolina. 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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