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Aspen Holds Breast Cancer Awareness Events Leading Up To the Holidays

Temecula, CA. 12.15.09 – Aspen Logistics Inc. demonstrates its support through company-wide events for the treatment and cure of breast cancer. Aspen, a 3rd party logistics service provider, is a WBENC recognized woman owned business and has had many of its employees either directly or indirectly affected by this indiscriminating illness. Each Aspen facility designated a day during the months of October (National Breast Cancer awareness month), November, and December to host an event. On the event day employees wore pink Aspen shirts to demonstrate their support and awareness. The T-shirts were adorned with the statement "Aspen Goes Pink" and the signature Aspen leaf logo. The T-shirts were given to the warehousemen, drivers, and office staff, while management wore pink polo shirts. In many cases this was accompanied by an employee barbeque or hosted lunch.

The logistics company has renewed its focus on efforts to make a positive impact on the "environment" and/or community. Aspen has made "Environment Matters," one of its 5 core corporate values. This encompasses charitable giving, green sustainability, and company culture. The drive to make a larger impact on charitable giving can be traced to the top with the company's CEO Connie Anderson. She has long felt that a company's responsibilities doesn't start and stop with turning a profit, but extends to their social impact. The influence a company can have is felt far and wide. This is especially true at a time when the economy has been weak and common attentions have been diverted elsewhere. The company feels that by holding such events, with their Associates' participation, the effect is long and resonating. Instead of just making a donation or sponsorship they encourage their Associates to participate and show their support. Aspen hopes to be setting the stage for continued momentum in a broader outreach philosophy. They envision becoming a vessel for long term commitments and contributions by all who are part of their organization.