

**FOR IMMEDIATE RELEASE:**

**ASPEN** 



**Aspen Sponsors Orange County Area High School Band's Trip to the 2010 Tournament of Roses Parade**

**Temecula, CA. 11.23.09** – Aspen Logistics Inc. sponsors El Dorado High School Marching Band's trip to the 2010 Tournament of Roses Parade. El Dorado High School in the city of Placentia was nominated to represent Orange County California in the parade. The high school was previously nominated in 2005 and is the only high school from Orange County that has participated in the parade. The Tournament of Roses Parade is held on New Years day with an estimated viewership of 350 million people. "It is the equivalent of the Super Bowl of bands," as stated in the band's booster club announcement. Aspen, who serves as a logistics service provider for many fortune 500 manufacturers, handles products that many high school aged kids consume. The company wants to give back, especially in today's tough economic climate which has caused donors to redirect money that was once designated for charities back to essential operations.

Recently, Aspen has benefited from a well-thought out strategy, smart positioning and customer acquisition which has put them in a great position for 2010. As a company who is focused on customer relationships, values, and company culture, it made sense in a time of growth to expand its philanthropic footprint. Each facility at Aspen is involved in charitable giving at a local level, with can-drives, site events, and volunteering, but this is an opportunity to reach out to a national event. The company is planning on continuing to expand its involvement in charitable giving throughout the year.

El Dorado High School will show case their talents through the month leading up to the Tournament of Roses in January. At those events they will make an effort to announce Aspen as a sponsor as well as display Aspen's logo on their website. Aspen is excited about being able to assist the team towards their success. The company understands all the hard work the students have put in and knows that this event demonstrates the dedication and talents they all possess. The sponsorship is a small sign of acknowledgment of that effort, and Aspen knows that they will put on a great show.

Aspen Logistics Inc. is a top 100 third party logistics firm who has been in business for over 30 years and operates approximately 3 million square feet of modern refrigerated and ambient warehouse facilities along with their own fleet of trucks. Aspen specializes in a variety of value-added services, including co-packing, pick pack, just-in-time inventory management and time sensitive custom deliveries. Aspen is a specialist in the retail and healthcare supply chain and understanding the details involved with shipping to major retailers and grocery chains has been a key to its successes.

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