

Canada Newswire – November 4, 2010 – Akran Marketing, an award-winning, green promotional product imprinting and branding company known for its social and ethical standards, today announced that the Akran Foundation, the philanthropic arm of the Akran Marketing, would be working towards improving the education, health and well-being of children.

The Akran Foundation is a community-based, non-profit organization with a rich history of giving financial support and charitable grants to recipients within communities to improve quality of life. While The Foundation will continue to give to numerous organizations across the country and internationally, this new focus will enable it to strategize, set targets and strengthen its approach to best affect social change.

"At Akran, we are driving change at the individual and organizational level. We use innovation every hour to solve problems and create opportunities for our clients," said Monica Channa, Executive Director of Operations at Akran Marketing and Director of The Akran foundation. "We want to apply this approach when leveraging opportunities in the community – using innovation to close social gaps, support signature programs and to develop community partnerships to better meet charitable objectives. Ultimately, it will be people caring for other people that will improve the well-being of individuals and societies, but the ability to deliver sustainable results will depend on innovation."

In addition to direct financial support from the Akran Foundation, Akran Marketing also provides charitable support through its Employee Charity Matching Program and Promotional Product Gift Program.

- Under Akran's Employee Charity Matching Program, the company matches its employees' personal financial contribution to any eligible non-profit organization, allowing it to produce positive social results and support the causes that are most important to its staff.
- Akran's Promotional Product Gift Program donates imprinted promotional products at wholesale prices to non-profit organizations within the community and to charities aligned with its target causes. Under this program, all of its services are delivered free and without profit. The promotional product gifts provided by Akran are often used as incentives for special fundraising events and as gifts at award ceremonies.

To be eligible for Akran Foundation support, please send your request to:

Monica Channa
Founder and Director
Akran Foundation
12-2000 Thurston Drive
Ottawa, ON K1G 4K7 Canada
Email: monica@akranfoundation.com

Due to the high volume of requests we receive, we are unable to support and respond to all submissions. If we are able to fulfill your request, you will receive a response within six weeks of the date your request was received.

ABOUT THE AKRAN FOUNDATION

The Akran Foundation is a separate, non-profit organization that acts as the charitable and philanthropic arm of Akran Marketing. With employees located across Canada, an international supply chain and global capital investment in manufacturing, Akran seeks to benefit the communities where it operates. The foundation achieves this by making strategic grants, forging strong community partnerships, fostering innovation and engaging stakeholders.

ABOUT AKRAN MARKETING

Akran Marketing is a privately owned, award winning Canadian company specializing in branding, premium incentives and licensing with offices across North America. Akran provides promotional product branding, marketing and trend consulting, sales promotion and specialty advertising solutions to corporations worldwide. The company offers a broad array of comprehensive and modular ready-to-use consulting, warehousing, contact support, order fulfillment and eBusiness services. Core competencies include product sourcing and custom manufacturing of traditional and green products combined with logo imprinting, engraving and embroidery. Ethical and fair-trade practices, community support and environmental responsibility are integral to Akran's business culture. Akran powers some of the most successful branding campaigns in North America. The company was recently awarded the BBB Excellence Award for marketplace ethics, ASI 2010 Best Places to Work and the PPB Best Boss Award and honoured as a Business of the Year by the Ottawa Chamber of Commerce.

FOR MORE INFORMATION

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