

FOR IMMEDIATE RELEASE
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BODEK AND RHODES TAKES THREE TOP HONORS AT ADVENTURES IN ADVERTISING CONVENTION

PHILADELPHIA, PA—Bodek and Rhodes, one of the leading wholesalers of imprintable activewear, was recently recognized for excellence in self-promotion and customer service at the 12th annual convention of Adventures in Advertising (AIA). This year marks the fifth consecutive year Bodek and Rhodes received the award for “Most Innovative and Effective Promotions.” Runner-up awards were also given to Bodek and Rhodes in the “Best Overall Apparel Supplier” and “Best Customer Service” categories.

Mike Rhodes, president of Bodek and Rhodes, said, “This is our fifth straight year to win this award, and I couldn’t be happier because it’s not only about the promotion, but it’s about communicating with our customers and finding fun ways to let them know how much we care about them.”

The honors were presented at AIA’s annual convention, held this year in Denver, CO, July 25-27, which was attended by the majority of AIA’s franchisees and their sales teams.

AIA franchisees voted for their choice to win the “Most Innovative and Effective Promotions” Award based on supplier’s self promotions throughout the year. A notable favorite was Bodek and Rhodes’ pre-convention marketing communications with AIA franchisees that likened Bodek and Rhodes’ family-business attention with “White-Glove Service.” The promotions demonstrated the apparel supplier’s dedication to one-on-one service with a stylized key (exclusive, back-room access), a decorated white glove (high-end, personal service) and culminated with exquisite treats and service at the annual AIA convention.

Several factors contributed to Bodek and Rhodes receiving runner-up honors for the “Best Wearables Supplier” and “Best Customer Service” awards, including product offering, fast and accurate turnaround, and a dedicated team of knowledgeable service representatives.

Bodek and Rhodes is headquartered in Philadelphia, PA with distribution centers in Philadelphia, PA, Niles, MI, Fresno, CA, Orlando, FL, and Norton, MA. More information on Bodek and Rhodes, as well as their full line of wearables and other promotional products, is available online at www.BodekandRhodes.com.

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Bodek and Rhodes

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Headquarters: 2951 Grant Avenue, Philadelphia, PA 19114
Locations: Pennsylvania | Michigan | California | Florida | Massachusetts
800.523.2721 | Fax: 800.531.9626 | www.BodekandRhodes.com



Accepting 5th consecutive award for the Most Innovative and Effective Promotions, from left: Steve Rosengarten, Bodek and Rhodes' Vice President, Sales, Mary Ellen Pahlka-Hudicka, Bodek and Rhodes' Director of Marketing Communications and Steve Reid, AIA's Vice President of Resource Development.

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