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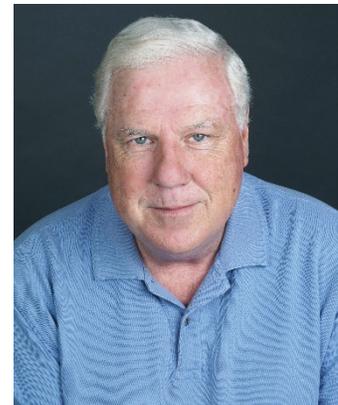
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For Immediate Release:

First Responder, Industry Veteran Louis Bradfield to receive Zenger “Community Service” Medal at Franklin Luminaire Awards in New York City

Amherst, NY and Alexandria, Va. (Sept. 5, 2018)—The Foundations of Idealliance and Printing Industries Alliance are pleased to announce Louis Bradfield, Corporate Distribution Director for Billboard/THR, A Division of Valence Media in New York, NY has been named the recipient of the 2018 Zenger “Community Service” Medal. The prestigious Zenger Community Service Medal is named for John Peter Zenger, an influential printer in American history. Zenger was a New York City based printer whose arrest, imprisonment, trial, and acquittal in 1735 laid the foundation for freedom of the press in Colonial America.



The award will be presented to Mr. Bradfield at the Franklin Luminaire Awards on Wednesday, October 17, 2018 (5:30 p.m. - 10 p.m.) at The Lighthouse at Chelsea Piers in New York City. The gala is jointly presented by the Print Drives America Foundation and the Idealliance Foundation. Event sponsorships are available. For details, visit <https://pialliance.org/franklin-luminaire-awards/>

Mr. Bradfield is being honored for his 20 plus years of community service to the Llanerch (PA) Volunteer Fire Company. Mr. Bradfield joined the Fire Company at age 17 and served for 11 years before he moved out of state for a job. During his initial tenure, he held the rank of Lieutenant and Captain of the Ambulance. He delivered three babies and rescued one wheelchair bound teen from a fire, in addition to his duties answering a broad variety of first aid and emergency calls. He later also held the rank of Lieutenant and Captain on the Fire section of the company. When he later moved back to the area where he was raised, he re-joined the Fire Company and is now in his 19th year, serving on the Board of Directors as Vice President where he assists the other directors in managing the business and finances of the fire company. Mr. Bradfield today is still an active Firefighter, serving as a driver/operator of the fire equipment and has been top responder since 2012.

Mr. Bradfield has 40 years in Printing and Publishing in both Production and Distribution, with Mid-City Press, TV Guide/Triangle, Mack Printing, Cahners Publishing/Reed-Elsevier and BPI/VNU/Nielsen; today with Billboard/THR, A division of Valence Media. He has been certified by MSMA as a Certified

Mailing and Distribution Systems Manager and testified as an expert witness on periodicals before the Postal Rate Commission. He held several posts as Industry Chair of USPS Periodicals Focus Groups in the Eastern and Mid Atlantic areas for 25 years.

Franklin Luminaire Event Platinum sponsors to date include Allied Printing Services, Inc., Canon Solutions America, Flint Group, LSC Communications, Quad/Graphics and Quantum Group. Gold sponsors include Blanchard Systems Inc., Dalim Software GmbH, Dow Jones & Company, Inc., Case Paper, Continental Web, Meredith Corporation, Nahan and Velocity Made Good (VMG) and Xerox Corporation are Gold sponsors.

Platinum sponsorships (table of 10) are available at the rate of \$6,500; Gold sponsorships (half-table of five) are \$3,250. Sponsors receive recognition in the printed program and signage, and during the evening's program. Individual tickets are also available at \$400.

To become a sponsor or register, visit <https://pialliance.org/franklin-luminaire-awards/> to download the registration form, or contact Kim Tuzzo of Printing Industries Alliance at (716) 691-3211 or ktuzzo@PIAlliance.org.

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About the Print Drives America Foundation

The Print Drives America Foundation is a 501(c)(3) charitable foundation sponsored by Printing Industries Alliance. The Print Drives America Foundation is a national advocacy initiative established to meaningfully increase the market share of print. Printing Industries Alliance represents graphic communications firms in New York State, northern New Jersey and northwestern Pennsylvania. Printing Industries Alliance provides a variety of consultative, informational, advocacy, and cost-cutting services for member firms throughout its territory.

About the Idealliance Foundation

Idealliance Foundation is a 501(c)(3) charitable organization established by Idealliance in 2005 to advance global educational, technical expertise, innovation, and transformative initiatives that prepare graphic communications professionals for the next generation of technology, workflows, standards, specifications, and global market trends to help guide them as they prepare to make their imprint on the industry. The Foundation develops a vast depth of curricula, training materials, programs and the most recognized certifications in the world to help propel the future leaders of our industry. As part of its core offering it publishes the globally and multi-lingual published and definitive *Guide to Print Production* and directs the annual Franklin Luminaire Awards with Print Drives America Foundation of Printing Industries Alliance.

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