



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

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### **Vanguard Companies Announces Strategic Partnership with American Heart Association as a Supporter of the Go Red for Women Movement in Northwest Arkansas.**

KANSAS CITY, MO (October 28, 2022) -- Vanguard Companies ("Vanguard"), founded in 1975, is a leading designer and manufacturer of value-added point-of-purchase displays, retail-ready packaging, industrial packaging products and related assembly, logistics, and fulfillment services. Today Vanguard announces their strategic partnership with American Heart Association as a supporter of the Go Red for Women movement in Northwest Arkansas.

"We are excited to collaborate with the Go Red for Women movement in Northwest Arkansas to educate residents about heart disease and stroke. By working together, we hope to improve overall cardiovascular health in the Bentonville area," said Jennifer Wulf, VP of sales.

The American Heart Association is committed to driving equitable health impact in Northwest Arkansas through five key priority areas: women, COVID 19, tobacco and vaping, patients, and healthy living. Through their focus on these key impact areas, they will improve the health and well-being of Arkansans while saving and improving countless lives.

"This partnership helps us fulfill our responsibility of supporting those in our community while demonstrating our mission and core values," said Chris Stoler, CEO.

Key initiatives will include, but are not limited to Wear Red Day and Go Red for Women Event & Luncheon. These events build on Vanguard's longstanding commitment to the health and wellness of its workforce and investment in the Bentonville community, home to their local sales and design office.

"We had the chance to partner with Walmart, several beauty brands, and the American Heart Association this past Spring to manage and produce the AHA Life is Why half pallet together." said Drew Wilkins, Regional Sales Manager. "We are beyond excited to lean into the Go Red for Women movement in Northwest Arkansas."

#### **About Vanguard Companies**

Vanguard Companies is one of the industry's leading corrugated merchandising solution partners. Our expertise in point-of-purchase displays, signage, retail-ready packaging, industrial packaging,

and e-commerce packaging is demonstrated across every retail sector. These products are amplified by our creativity, high-end graphics, digital printing, fulfillment services and program management capabilities.

We combine the latest shopper intelligence, award-winning design innovation, and technology to provide the most effective omnichannel display and packaging solutions. We are committed and focused on helping companies reduce program cost, create brand value, sell more products, and improve their bottom line. Learn more at [www.vanguardpkg.com](http://www.vanguardpkg.com).