



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

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Contact: Madeline Baumgartner

Marketing Manager

Phone: (816) 455-4000

Email: [mbaumgartner@vanguardpkg.com](mailto:mbaumgartner@vanguardpkg.com)

Website: [www.vanguardpkg.com](http://www.vanguardpkg.com)

### **Vanguard Companies Continues Partnership with American Heart Association to Support the Go Red for Women Movement in Northwest Arkansas.**

KANSAS CITY, MO (February 5, 2024) – Vanguard Companies founded in 1975, is one of the industry’s leading corrugated merchandising solution partners. Their expertise in point-of-purchase displays, signage, retail-ready packaging, industrial packaging, and e-commerce packaging is demonstrated across every retail sector. Today Vanguard announces its continued partnership with the American Heart Association to support the Go Red for Women movement in Northwest Arkansas.

“We are excited to once again, 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 Drew Wilkins, Regional Sales Manager.

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. Equity is always at the center of their work, and it will continue to guide all that they do. Through their focus on these key impact areas, they can improve the health and well-being of Arkansans while saving and improving countless lives.

As part of the sponsorship, Erin Spears, Sales Account Manager, and James Kissinger, Sales Account Manager, will become members of the Circle of Red | Men Go Red. These groups provide members with exclusive invitations to experiences focused on education, awareness, and research. There will also be opportunities for meaningful interactions with survivors, fellow members, and community leaders both locally and nationally all year long.

“This partnership helps us fulfill our responsibility of supporting those in our community while demonstrating our mission and core values,” said Jim Beard, CEO.

Vanguard 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 its local sales and design office.

### **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 costs, create brand value, sell more products, and improve their bottom line.

We are committed to sustainability and use sustainable business practices. We are recognized as the most sustainable packaging company in North America. Vanguard Companies believes in creating a diverse environment that embraces differences and fosters inclusion. This collective sum of unique capabilities and talent has earned us our reputation and achievements. Learn more at [www.vanguardpkg.com](http://www.vanguardpkg.com)