



**GLOBAL COLD CHAIN**  
ALLIANCE

CONNECTING A VITAL INDUSTRY

NEWS RELEASE – THEME LOGO ATTACHED

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## **“Strive for Excellence” is 2010-2011 Theme for Global Cold Chain Alliance**

*Theme will serve as vision, mission, and call to action*

WASHINGTON, DC, 20 May 2010 – “Strive for Excellence” has been selected as the 2010-2011 theme for the Global Cold Chain Alliance (GCCA).

The theme will serve as a vision, mission, and call to action for the cold chain industry and inspire members to participate and support GCCA educational programming and training during the coming year.

“The landscape of the temperature-controlled logistics industry is changing,” GCCA President and CEO Bill Hudson explains. “Increased customer demands, new government regulations, and rising costs have created a challenging environment where cutting corners is all too tempting.

“‘Strive for Excellence’ is a call to action for members to renew their focus on best practices, safety standards, quality, and service. Excellence can and should be universal and can be achieved at every level of a company, from a forklift driver to an executive.”

The four colors in the “S” in the theme logo represent the different links in the cold chain, and the arrows represent moving forward and striving for excellence.

The theme will be reflected in many ways, including setting the direction and tone of GCCA educational programming, providing a messaging platform for communications in speeches and printed materials, and as an overall theme for meetings and events.

Since 1973, leaders of the International Association of Refrigerated Warehouses and the World Food Logistics Organization have selected a theme each year for the annual convention that reflects current industry issues at those moments in time.

Beginning in 2007 with “Back to Basics,” the theme for the annual convention was expanded to influence the direction and tone of programming offered throughout the year.

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Comprised of its Core Partners, including the International Association of Refrigerated Warehouses, the World Food Logistics Organization, the International Institute of Ammonia Refrigeration, the International Refrigerated Transportation Association, and the International Association for Cold Storage Construction, the Global Cold Chain Alliance (GCCA) represents all major industries engaged in temperature-controlled logistics. GCCA unites partners to be innovative leaders in the temperature-controlled products industry. For more information about GCCA, visit [www.gcca.org](http://www.gcca.org).