



# **GLOBAL COLD CHAIN** ALLIANCE

CONNECTING A VITAL INDUSTRY

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## **Global Cold Chain Alliance Chooses 2009-2010 Theme: “Standing Strong – Shaping the Future”**

*Announcement Made at IARW-WFLO-IRTA Convention & Expo*

WASHINGTON, DC, April 16, 2009 – Each year, the Global Cold Chain Alliance (GCCA) chooses a theme designed to inspire and advance the temperature-controlled logistics industry.

Last year, the theme “World-Wide, World-Class” spoke to a global vision reflecting the strong reputation of GCCA, its membership, programs, staff, and representatives.

At the 2009 IARW-WFLO-IRTA Annual Convention and Expo held in Palm Springs, California, USA in March 2009, GCCA President and CEO Bill Hudson announced the 2009-2010 theme: “Standing Strong – Shaping the Future.”

“Standing Strong declares the strength of the third-party refrigerated logistics industry and GCCA in any economy,” said Hudson. “Shaping the Future conveys our commitment and ability to deliver positive change for members as they develop new strategies in the ever-evolving cold chain industry.”

The theme will be featured in connection with GCCA meetings and programs through April 2010.

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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).