



## FOR IMMEDIATE RELEASE

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## JOH Honored with a NFRA Golden Penguin Award

July 27, 2020 - Billerica, MA - JOH is proud to receive a Golden Penguin Award for its participation in the 2020 March Frozen Food Month promotion. JOH received a Gold award in the Overall Marketing Campaign - Sales Agent category for its Kids 360 Frozen Marketing Program. They were also honored with two Silver awards in the Community Involvement and Social Media Campaign categories.



The Golden Penguin Awards provide an opportunity for companies to be nationally recognized for excellence in merchandising and marketing frozen and refrigerated foods. The Gold winners will be recognized during the virtual NFRA Convention in October.

The Kids 360 Frozen Marketing Program launched on March 1, 2020 with a number of tactics, including:

- The Kids 360 FSI (free standing insert) packed with JOH client coupons
- Social media ads and influencers
- Retailer circular ads
- A sweepstakes for free groceries
- Kids 360 website with supporting images and information for all participating items
- Kids 360 donations to children's charities

"Winning a Golden Penguin Award is a huge honor for JOH," said Michael Dauphin, JOH's Director of Frozen/Dairy division. "I'm incredibly proud of what our team was able to accomplish. Not only did we put together a successful marketing and merchandising program for our clients and customers, but we were able to make an impact on children's lives. A charitable contribution was made on behalf of each participating client and customer to the children's charity of their choice."

The Kids 360 Frozen Marketing Program will launch again in March 2021 in support of Frozen Food Month 2021.



#### **About JOH**

JOH was founded in 1956 by Harry O'Hare, Sr. and is now one of the strongest independent food brokers with 17 offices and strategic partnerships across the United States. JOH currently has over 500 employees and represents more than 400 clients. For more information, please visit [www.johare.com](http://www.johare.com).

#### **About Kids 360**

Kids 360 is a non-profit entity created by JOH. The vision of giving back to the community was woven into the fabric of JOH by its founder, Harry O'Hare. Harry spent a lifetime giving back to those less fortunate. It is this inspiration that launched the concept of Kids 360.

Kids 360 takes a 360 degree approach to a child's life. Whether it is providing clothes, food, medical support or school supplies, the monies raised go directly to carefully selected children's charities.

Kids 360 is a 501(c)(3) non-profit organization registered with the United States Internal Revenue Service.

For additional press information, please contact Tara Buoncuore at Single Source Marketing.