



PRESS RELEASE

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PAVE's New Logo Signifies Industry Relevance

Hollywood, Fla. (Feb. 16, 2011)— To better reflect its growing role within the industry, PAVE caps off a record-breaking year in 2010 with the development of a new logo. Created in partnership with Green Bay, Wisc.-based ad agency Arketype, the new logo provides a modern, vibrant brand identity for PAVE in its outreach to students, educational institutions, and donors.

"The launch of a fresh new logo marks our most recent accomplishment toward increasing the awareness of PAVE and communicating its relevance in our field," said Bill Goddu, PAVE Board member and vice president of marketing for Fleetwood Fixtures.

With unprecedented levels of industry participation, PAVE is providing more educational support than ever. In 2010, the organization awarded over \$65,000 to students and educational institutions, partly through its design competitions for students -- the Student Design Competition, sponsored by Godiva Chocolatier, and the PAVE the Way 3D Design Challenge, sponsored by B&N Industries. PAVE's Helping Hand Fund is helping to bring innovative programs to life at educational institutions, while its Student Aid Program assists students facing dire financial situations.

These programs exemplify PAVE's commitment to the future of the industry, and the organization has more in the works for 2011 and beyond. The success of PAVE programs continues to hinge on the active involvement of industry leaders, educators, and students.

"2011 promises to be an exciting year for PAVE as we prepare to celebrate the 15th annual PAVE Gala and continue to develop and implement valuable programs to support young creative talent in our industry," said Goddu. "We hope this new identity will also spark interest in volunteering to support this great mission."

Note for editors: High-resolution files of the PAVE logo are available. Contact Catharine Scott, above, for more information.

About PAVE

Founded in 1992, The Planning and Visual Education Partnership's (PAVE) objective is to encourage students to study in the field of retail design and planning and visual merchandising through its annual Student Design Competition. Additionally, PAVE seeks to encourage retail management, store planners, visual merchandisers, architects, and manufacturers to interact with and support design students. This is accomplished through projects, seminars, workshops, and the annual fundraising Gala with proceeds dedicated to educational programs and projects benefiting students. PAVE is a 501(c)(3) educational foundation administered by A.R.E.