

NEWS RELEASE

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FOR IMMEDIATE RELEASE

NABCA UNVEILS NEW GRAPHIC IDENTITY

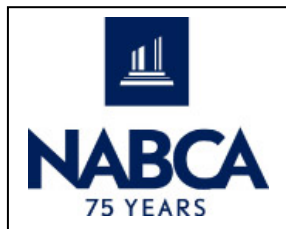
Graphic captures association's mission as a resource and leader in the alcohol beverage arena for information, research and control state sales data

ALEXANDRIA, VA (April 4, 2012) – The National Alcohol Beverage Control Association's (NABCA) new organizational identity presents a look and feel that positions the association as a credible resource for information and discussions on issues related to alcohol policy and control systems. The new graphic identity will be showcased fully on all organizational materials as well as those used at the association's annual conference in May.

"In undertaking a review of our organizational identity we went through a thoughtful and thorough process, receiving input from many stakeholders, including our board of directors, research and academic professionals as well as industry leaders" said P.J. Stapleton, chairman, National Alcohol Beverage Control Association. "Early in the process we recognized that the NABCA mission and resources are more vibrant and broader than is presently communicated through our current logo. Our new identity reflects the expanded role of our members and the reliance and faith others place in NABCA for research and analysis of member data."

"We aimed for, and I believe achieved an easily identifiable look that is versatile for us to brand our different products and purposes, to position ourselves as a credible, thoughtful leader through research, analytics and in all that we do," said Jim Sgueo, NABCA president and CEO. "

The new graphic also allows the association to incorporate a component that honors its upcoming 75th anniversary and which clearly identifies and profiles its research and data divisions as illustrated below:



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“This new look visually evokes our established, organizational tone and reflects characteristics of our mission; being the source for reliable, scientific and valuable data,” concluded Sgueo.

Established in 1938, NABCA is the national association representing the Control State Systems - those jurisdictions that directly control the distribution and sale of beverage alcohol within their borders. Headquartered in Alexandria, VA, NABCA’s mission is to support alcohol control systems by providing credible resources, compiling research and fostering relationships to address policy for the responsible sale and consumption of alcoholic beverages.

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