



FOR IMMEDIATE RELEASE – April 14, 2010

Contact: Bobby Maldonado
202-463-5682

U.S. Chamber Honors Two Florida Companies with Faces of Trade® Award

TALLAHASSEE, FL—The U.S. Chamber of Commerce’s Traderoots program, with the support of Enterprise Florida, Inc. and the Florida Chamber of Commerce, today honored King Arthurs Tools and Pro-Poly with its Faces of Trade® award. The awards, presented at the TradeRoots Florida event “International Days,” were given in recognition of the positive economic impact trade has had on Florida communities. The goal of TradeRoots Florida is to educate consumers, businesses, workers, farmers, families, elected officials, and citizens about the importance of international trade and why exports of goods and services and foreign direct investment are fundamental to the success of the Florida economy.

“These two small businesses exemplify the success that can be achieved in the international marketplace,” said Liz Reilly, director of TradeRoots for the U.S. Chamber. “This award honors businesses that have the entrepreneurial spirit to try to succeed on a global scale and in doing so, have created jobs right here in Florida.”

Faces of Trade® awards are presented to small and medium size companies that have demonstrated outstanding international success through exporting goods and services. Whether they have just entered the international market or have maintained considerable presence over time, the awardees epitomize how good trade policy can lead to the success of small companies. These companies make a tremendous impact on their community by increasing jobs through trade. Faces of Trade® companies have fewer than 500 employees, are American owned and operated, and are driving the success of their business by expanding to new markets abroad.

“Today, 96% of the world’s consumers live outside the United States and our businesses have to aggressively pursue them,” Reilly stated. “Through expanded trade, Florida will create new foreign markets for American goods, and those goods will be produced here at home by American men and women.”

Company profiles are available at: http://traderoots.org/index.php?page_id=215

More information about trade in Florida is available at: http://www.traderoots.org/?page_id=454

The U.S. Chamber of Commerce is the world’s largest business federation representing the interests of more than 3 million businesses of all sizes, sectors, and regions, as well as state and local chambers and industry associations.

www.uschamber.com

###

www.chamberpost.com