

For Immediate Release

March 13<sup>th</sup>, 2018 Oakville, Ontario, Canada

Jae M. Rang, MAS, President & Founder of Oakville-based promotional marketing agency, JAE associates Ltd., announced today their donation of a \$1500 scholarship to the Promotional Product Professionals of Canada (PPPC) Scholarship program.

The scholarship is donated in the name of Rang's first best-selling book, *SENSORY MEDIA; Discover the Way to Anchor Your Brand and Be Memorable*, a book designed to re-frame the promotional products industry.

"I don't know a better way to secure our economic future than to support students." says Rang, who committed at the book launch, that a portion of the proceeds would be donated to this initiative.

The PPPC Scholarship program supports full-time Canadian students, studying fields relative to the promotional products industry. A total of 103 students amounting to \$154,500.00 have been awarded to date.

Jae M. Rang, while serving on the PPPC Board of Directors in 2007, helped to bring this program into existence. In addition to her roles as Strategist, Speaker, Author and Mom, she still chairs the PPPC Scholarship program committee with great pride.

For more information on JAE associates Ltd. visit [www.sensorymedia.ca](http://www.sensorymedia.ca) or email [jae@jaeassociates.com](mailto:jae@jaeassociates.com)

To sponsor or apply for a PPPC Scholarship, visit <https://www.promocan.com/about-us/scholarship-program> or email [tiffany@pppc.ca](mailto:tiffany@pppc.ca)

Application deadline is May 31<sup>st</sup>, 2018.