



Contact: Christopher Duffy, MAS
Senior Vice President of Marketing

E-Mail christopher@bagmakersinc.com

MEDIA RELEASE

For Immediate Release

JENNIFER MCFADDEN JOINS BAG MAKERS AS NEW COMMUNICATIONS DIRECTOR

Union, IL – September 26, 2013 – Bag Makers, Inc., the promotional product industry’s leading imprinted bag supplier, hired public relations professional Jennifer McFadden as its new communications director. She will be responsible for internal communications, materials development and copywriting, as well as marketing and public relations support.

Jennifer brings nearly 15 years of strategic communications and brand marketing expertise to the position. Prior to joining Bag Makers, she was an account director with global public relations firm Weber Shandwick, where she managed award-winning integrated marketing communications campaigns for government agencies and financial services companies. Jennifer earned a bachelor’s degree in English and Communications from Luther College in Decorah, Iowa.

“Jennifer has a wealth of experience in helping organizations tell their story effectively and consistently,” said Maribeth Sandford, CEO of Bag Makers. “We look forward to adding her leadership abilities, writing skills and eye for detail to our already strong team.”

Connect with Jennifer on [LinkedIn](#).

About Bag Makers

Bag Makers, Inc. is a *Counselor* Top 40 supplier of non-woven, paper and plastic bags to the promotional products industry. Established in 1980, Bag Makers offers a collection of over 100 products to the corporate marketplace, as well as complete custom product design services. Bag Makers is a Women’s Business Enterprise and is an Accredited Supplier through the Quality Certification Alliance (QCA). Additional information may be found at www.bagmakersinc.com.

6606 South Union Road Union, Illinois 60180

