



NEWS RELEASE – Contact Tori Miller at +1 703 373 4300

## **GCCA to Unite Newsletters Under New Cold Facts Magazine**

WASHINGTON, DC, November 18, 2008 – Almost two years ago, Global Cold Chain Alliance set out to unite the diverse sectors of the temperature-controlled logistics industry to forge a universally strong cold chain. A key to accomplishing that mission is facilitating communication between cold chain partners.

In March 2009, GCCA will launch *Cold Facts* magazine, which will unite all association print newsletters, in an effort to not only enhance membership value, but also open dialogue between the Core Partners of GCCA to resolve pressing issues impacting the cold chain.

The new magazine is named after the current *Cold Facts* newsletter, published by the International Association of Refrigerated Warehouses (IARW), and will be distributed to the members of GCCA Core Partners: IARW, the World Food Logistics Organization (WFLO), the International Refrigerated Transportation Association (IRTA), and the International Association for Cold Storage Construction (IACSC).

It unites the current *Cold Facts* newsletter, the *IRTA Report* newsletter, and the *Cold Talk* newsletter (published by IACSC).

“The relationships between these organizations and business dealings among their various members are extremely strong, creating a synergy that paves the way for a unified publication,” explains GCCA President & CEO Bill Hudson. “The editorial content will span the interests of all the groups, and will also serve the specific needs of each organization.”

Advertising rates for the magazine will remain the same as the current 2009 *Cold Facts* newsletter rates, allowing advertisers to receive the added value of increased exposure for no additional cost.

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Comprised of its Core Partners, including the International Association of Refrigerated Warehouses, the World Food Logistics Organization, the International Refrigerated Transportation Association, and the International Association for Cold Storage Construction, the Global Cold Chain Alliance (GCCA) represents all major industries engaged in temperature-controlled logistics. GCCA unites partners to facilitate communication, networking, and education for the perishable food industry. For more information about GCCA, visit [www.gcca.org](http://www.gcca.org).