

# PRESS RELEASE

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For Immediate Release



## Connecticut's Top Promotional Products Distributor Keeps Climbing with New Acquisition

Because Promotional Products Work

**NEWINGTON, CT - John Michael Associates, Inc. (JMA)**, a Woman-Owned Enterprise and full-service promotional marketing agency started their 41st year in business with the addition of Creative Concepts Promotional Marketing (*CCPromos*) to their family. JMA's current operation and organizational structure will remain the same as the CCPromos team and clients transition under the JMA brand.

JMA has made a name for themselves in the industry with the strategy of providing product with purpose combined with the consistent goal of enhancing a brand message. The "JMA Way" has elevated how promotional products are perceived setting them apart from their competitors.

On the company's recent acquisition Sara Papa, CEO said "Jim and CCPromos is a great business to bring under the JMA umbrella as it exemplifies years of great service predicated by strong relationships. This acquisition will help share the "JMA Way" and further define our footprint in the promotional marketing industry."

Jim Cantoni, former owner of CCPromos notes "It was very important to me to join an organization that has the same guiding principles and service level that I have provided my clients over the years. I am confident that JMA is the right fit."

JMA has been recognized as an industry leader by providing their customers with superior service, premium products, and continuous innovation. Those values and cornerstones have allowed them to grow and expand during the uncertain times that the COVID-19 pandemic brought to many in their industry.

Be sure to visit [jmalogos.com](http://jmalogos.com) and [jmadistinctivemed.com](http://jmadistinctivemed.com) and follow them on social media to see all that they have to offer!

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