

## **For Immediate Release**

### **Clark Associates, Inc. Assists Students in Competition to Design a New Logo for Lancaster-Lebanon Athletic Association**

(Lancaster, PA) – Clark Associates, Inc. marketing employees partnered with Pequea Valley School District teachers to assist local students competing to design a new logo for the Lancaster-Lebanon Athletic Association (LL League). The LL League, looking to refresh its brand, opened the logo competition to students living in districts supported by its programs.

After the LL League board narrowed down applicants to four students, Kristen Phipps of Clark along with Pequea Valley faculty stepped in to assist finalists in preparing their final presentation. These professionals offered a brand audit along with real-world advice and helped the finalists workshop their ideas in multiple sessions. Students were also paired with production assistants to help them make physical samples showing their logos on a variety of mediums. From hats to screen printed apparel, bags, mugs and water bottles, the students were able to choose their favorite options to present.

Before the final presentation on Wednesday, April 10, the finalists were invited to visit Clark's Lancaster headquarters to meet with its print marketing team and practice presenting their pitch. Afterwards, Clark's team offered the students real-world feedback to help them tweak their final presentations for the LL League board. With all of the input through workshops and their practice run in front of Clark employees, students were well prepared for their last opportunity to compete in the contest.

Clark enjoyed this chance to partner with local students and assist the LL League, which supports student athletics within Lebanon and Lancaster County. This is just one of the many programs that Clark has participated in giving with the goal of giving back to its community and facilitating the development of youth.

#### **About LL League:**

Established in 1972, the LL League is comprised of 26 member schools and 2 associate member schools. It currently oversees competition in 16 different sports, awarding 23 different League Championships each year. The purpose of the LL League is to promote student athletics in an educational atmosphere, fostering sportsmanship and protecting and ensuring the welfare of student athletes who participate in its sponsored athletic leagues.

#### **About Clark Associates:**

Clark Associates is a privately held company headquartered in Lancaster, PA and has been recognized as one of Central PA's fastest growing companies as well as Foodservice Equipment & Supplies magazine's 2015 Dealer of the Year. Employing over 3000 people, Clark's multiple divisions and branches in distribution, sales, and manufacturing serve a variety of commercial food service customers nationwide. For more information on our business and history, please visit [www.clarkinc.biz](http://www.clarkinc.biz).

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