

# CLEVELAND2016



## HOST COMMITTEE

FOR IMMEDIATE RELEASE

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### CLEVELAND 2016 HOST COMMITTEE SELECTS ASW GLOBAL AS OFFICIAL MERCHANDISE FIRM

**CLEVELAND** (June 8, 2016) – The [Cleveland 2016 Host Committee](#) for the Republican National Convention today announced its selection of ASW Global’s Main Event Merchandise Group as its official merchandise provider and manager. ASW offers supply chain management and merchandising solutions to corporations, nonprofits and small businesses and is one of the largest minority-owned businesses in Ohio as well as one of the largest Minority Business Enterprises in supply chain management.

ASW’s Main Event Merchandising Group is responsible for the design, merchandising, procurement, production, marketing, selling and fulfilling of orders for a variety of Host Committee merchandise and promotional materials. Many of the available items can be customized to feature either the Host Committee’s “Proud Host” logo or the Republican National Committee’s official, trademarked Convention logo with the recognizable elephant, guitar and Cleveland skyline. The merchandise, which includes apparel, accessories and signage, is available for purchase by residents, delegates, local businesses and visitors at an online store (<http://store.2016cle.com/>) as well as multiple physical locations (as yet-to-be-determined) during the Republican National Convention (July 18-21).

“ASW and Main Event have a proven track record of excellence in customer service, and we are proud to partner with this Northeast Ohio-based firm to provide merchandise for this historic event in Cleveland,” said David Gilbert, President and CEO of the Cleveland 2016 Host Committee. “With a wide variety of affordable keepsakes, residents and visitors will have plenty of opportunities to purchase merchandise to commemorate Cleveland’s hosting of this year’s Republican National Convention.”

“It is an honor to be chosen as the official merchandise provider by the Cleveland 2016 Host Committee,” said André Thornton, President and CEO of ASW Global. “Our team is ready to showcase our capabilities and services to residents and visitors during this significant event in Northeast Ohio.”

Thornton is a recognized figure, having spent more than 20 years playing professional baseball, including ten years as a Cleveland Indian, and earning the Roberto Clemente Award for sportsmanship, community involvement and team contribution.

As the Host Committee’s official merchandise firm, ASW will be responsible for quality assurance, sales, and inventory of all merchandise products.

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#### **ABOUT CLEVELAND 2016 HOST COMMITTEE**

*The Cleveland 2016 Host Committee, Inc. is an Ohio nonprofit corporation with no political affiliation that is responsible for organizing, hosting and funding the 2016 Republican National Convention in Cleveland. Their mission is to promote Northeast Ohio and ensure Cleveland is best represented in addition to lessening the burden of local governments in hosting the 2016 Republican National Convention. For more information visit [www.2016cle.com](http://www.2016cle.com).*