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## FOR IMMEDIATE RELEASE

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## AHAM ANNOUNCES AHAM CANADA

**Washington, D.C. (May 10, 2012)**— The Association of Home Appliance Manufacturers (AHAM) announces the opening of AHAM Canada in July 2012. This step follows interest shown over the past several years by appliance manufacturers who wish to benefit from fuller integration of home appliance industry representation in Canada and the United States.

For nearly two decades, AHAM has worked closely with the Canadian Appliance Manufacturers Association (CAMA) coordinating on several advocacy issues. CAMA is one of several membership councils within the Electro Federation of Canada and the vast majority of its members are also AHAM members.

According to Steve Caldow, current CAMA Executive Committee Chair, “Over the past year, members of both associations came to the conclusion that a single, dedicated appliance focused trade association representing the industry in both countries was the most efficient and effective way to provide member services and represent the industry before key audiences, including public policy makers.”

AHAM Canada will employ Canadian experts to represent the industry before federal and provincial governments and will work closely with technical bodies impacting the home appliance industry. AHAM will also provide an enhanced market statistics program for Canada.

AHAM Canada members, trade partners, government and other stakeholders will benefit from the broader AHAM staff resources and member committee structure which guides industry positions, communications and actions.

AHAM Canada will broaden appliance industry representation in Canada to include all AHAM members doing business in Canada, including floor care appliance manufacturers.

In addition to the three person staff in the AHAM Canada office, AHAM Canada members, trade partners, government and other stakeholders will benefit from the broader AHAM staff resources and member committee structure which guides industry positions, communications and actions.

Overseeing the association work in Canada will be an AHAM Canada Council comprised of business leaders.

“This step, which the mutual AHAM and CAMA members have overwhelmingly endorsed, is another chapter in the history of our organization of appliance manufacturers maintaining a focus on the industry’s future, providing leadership and building strong relationships with customers and stakeholders,” said Joseph M. McGuire, AHAM’s President.

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***The Association of Home Appliance Manufacturers (AHAM) is a not-for-profit trade association representing manufacturers of major, portable and floor care home appliances and suppliers to the industry. AHAM is headquartered in Washington, DC. You can visit the AHAM web site at <http://www.aham.org>.***