

110TH CONGRESS
2D SESSION

S. RES. 722

Recognizing January 2, 2009, as “National Advertising Specialty Day”.

IN THE SENATE OF THE UNITED STATES

DECEMBER 8 (legislative day, NOVEMBER 20), 2008

Mr. SPECTER submitted the following resolution; which was referred to the
Committee on the Judiciary

RESOLUTION

Recognizing January 2, 2009, as “National Advertising
Specialty Day”.

Whereas an advertising specialty is any item imprinted with a logo or slogan and given out to promote a company, organization, product, service, special achievement, or event;

Whereas the presidential campaign of George Washington first used advertising specialties in the United States in 1789, in the form of collectible buttons;

Whereas there are more than 750,000 varieties of specialty advertising;

Whereas the advertising specialty industry employs more than 344,000 professionals across the United States, and 85 percent of these professionals are employed by small-

or medium-sized businesses, some of which gross up to \$1,000,000 per year;

Whereas the advertising specialty industry has grown an average of 4 percent each year since 2003 and reached \$19,600,000,000 in 2007;

Whereas advertising specialties accounted for 14 percent of all tracked advertising spending in the United States in 2007; and

Whereas the advertising specialty industry accounts for more than 9,000 jobs in Pennsylvania: Now, therefore, be it

1 *Resolved*, That the Senate—

2 (1) recognizes January 2, 2009, as “National
3 Advertising Specialty Day”; and

4 (2) acknowledges the contributions the specialty
5 advertising industry makes to the economy of the
6 United States.

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