American Latex Allergy Association

ALAA Unveils Its? New Branding Identity at the AAAAI Annual Meeting in Philadelphia

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ALAA Unveils Its? New Branding Identity at the AAAAI Annual Meeting in Philadelphia

SLINGER, WISCONSIN (March 10, 2008) ? Throughout the past year the American Latex Allergy Association (ALAA) has been working to develop an entirely new branding identity.

A key element in the development was the Association?s professional image and recognition as the premier resource for latex allergy. The newly developed logo, first introduced in October 2007 on the new Latex Allergy Awareness Poster, was designed to express a distinct, authoritative, positive, and professional image.

All of the elements of the branding identity were created to project: separately and collectively, a look and feel that the ALAA is dedicated to creating awareness of Latex Allergy through education and providing support for those individuals diagnosed with a latex allergy.

Although latex allergy was first discovered in health care workers, it can be a danger in any industry involving natural rubber latex and to the public in general.

ALAA founded in 1993 as ALERT, Inc. has become the most recognized national resource for education and support for latex allergy. Sue Lockwood, Executive Director of ALAA, says: ?Our goal is to educate workers, educators, legislators, and the public about the dangers of latex to certain individuals. We want to promote safe workplaces for people with latex allergy.? The Association is also deeply involved in promoting research to prevent latex allergy.

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The American Latex Allergy Association (A.L.E.R.T., Inc.) is a national, nonprofit, 501(c)3 organization whose mission is to create awareness of latex allergy through education and to provide support to individuals who have been diagnosed with latex allergy.

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