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## **Cleveland Plus Introduces New Merchandise into the Mix**

**Cleveland, July 16, 2008** – The Cleveland Plus™ brand is growing, and so is the Cleveland Plus online store. Open for business since earlier in 2008, the Cleveland Plus online store has recently expanded its merchandise offerings to include some bright new ways for residents of the region to show their hometown pride.

Cleveland Plus merchandise was introduced as a way for people to rally around the new spirit of regionalism. Items, such as polo shirts, stainless steel travel mugs and golf balls among others have led to the introduction of ladies heather blue t-shirt and men's chestnut brown t-shirt, both with the popular CLE+ European-style bumper sticker graphic.

Another new addition to the online store is a Hector Vega print of the Cleveland Plus region. The 11"x 9.5" print features familiar sites from Cleveland, Akron, Canton, Youngstown and everywhere in-between. Local resident Hector Vega has won numerous awards, both in the U.S. and abroad, for his work. "This print makes a distinctive addition to the collections of residents of the Cleveland Plus region and visitors alike," said Rick Batyko, vice president of regional marketing at the Greater Cleveland Partnership. "The artwork and the t-shirts offer a fun and colorful way for residents of the region to display their pride in Northeast Ohio."

The Cleveland Plus website ([www.clevelandplus.com](http://www.clevelandplus.com)) showcases the available merchandise. All in-stock merchandise is available at a reduced retail price, with no minimum order required. In addition to the in-stock items that are featured on the website, special orders, including co-branded products, can be filled with ease. Cleveland Plus merchandise is a great way to mark a special event like a family reunion, or office party, trade show, business conference or golf outing. The specialty and co-branded merchandise items are available below standard retail pricing with a minimum order.

GPI Procurement Services, a procurement management company located in the Cleveland Plus region and division of ASW Global, manages the merchandise Web site, product inventory, fulfillment and customer service. Led by Chairman and CEO André Thornton, a successful, award-winning, African-American businessman and former Major League Baseball star, ASW Global is one of the leading diversity suppliers in Ohio.

### **ABOUT CLEVELAND PLUS**

Cleveland Plus is a campaign that brings all of Northeast Ohio together as one united region leveraging all of our strengths to compete for new businesses, leisure travelers, conventions and meetings. For additional information on Cleveland Plus, please visit [www.clevelandplus.com](http://www.clevelandplus.com).

### **ABOUT ASW GLOBAL**

Headquartered in Akron, Ohio, ASW Global is a supply chain management company that services logistical and warehousing needs worldwide. ASW Global can be contacted at 888.363.8492 or [www.aswservices.com](http://www.aswservices.com). GPI Procurement Services, a division of ASW/Global, designed, developed and manages the Cleveland Plus merchandise and Web store. For more information, call 866.248.4455.