



**For Immediate Release**

## **EDSF LAUNCHES AWARENESS CAMPAIGN**

***OutputLinks, Graphic Communications World, WhatTheyThink and Document Magazine Help Kick Off EDSF's "The Future is Bright" Campaign to Place the Spotlight on the Industry's Next Generation***

**HURST, Texas U.S.A (Dec. 1, 2009)**---Have you met EDSF? If not, this holiday season is your opportunity to get to know this international non-profit organization that's dedicated to the document management and graphic communications industries. EDSF ([www.edsf.org](http://www.edsf.org)) kicked off its first annual "The Future is Bright" awareness drive, which is a seven-week promotional effort, from Nov. 30 through Jan. 8, to educate professionals and companies about the Foundation and its valuable programs that benefit the industry. EDSF's overall mission is to ensure that the document management and graphic communications industry has the talent it needs to survive, grow and excel.

EDSF's "The Future is Bright" awareness campaign is also an effort to raise funds for its scholarship program, which benefits undergraduate and graduate students from around the globe, who are pursuing careers in the industry. Donations can be made online at [www.edsf.org](http://www.edsf.org) or by calling the Foundation at 817-849-1145.

The campaign is supported by several members of the trade press, each of whom will share information about EDSF, present articles on EDSF programs, and publish features on EDSF scholarship recipients and the people who make the Foundation possible.

EDSF awareness partners include:

- **OutputLinks**, the information and research resource of the high volume transaction output (HVTO) industry;
- **Graphic Communications World**, known as the information of record for senior industry executives in the graphic arts, printing, publishing and converting industries;
- **WhatTheyThink**, one of the leading media organizations in the printing and publishing industry; and
- **Document magazine**, which provides news and information to those responsible for the document creation and distribution process.

Also supporting EDSF's "The Future is Bright" campaign is AIIM ON DEMAND. Conference organizers are generously including an option to make a donation to EDSF when attendees register for the upcoming conferences and expositions, which take place April 20 – 22, 2010. Online registration is at [www.aiimondemand.com](http://www.aiimondemand.com).

Brenda Kai, EDSF executive director, said, "This is the perfect season to launch our inaugural awareness drive, as it's a time to reflect on the past and future of our industry, support those causes near and

dear to us, and make donations to organizations that make a difference. We hope this campaign demonstrates the value of EDSF's programs, and we're truly appreciative of all the support we receive year-round."

Founded in 1996, EDSF engages in programs designed to attract the best and brightest to the industry. By granting scholarships, fostering education, promoting research, recognizing leaders, encouraging innovation, and garnering and disseminating knowledge, EDSF helps build the next generation of digital content and delivery professionals.

### **EDSF Quick Facts**

- Since the inception of the scholarship program in 1999, EDSF has awarded 306 scholarships to high-caliber students in Canada, China, Dubai, Iceland, Italy, Nigeria, Pakistan, Russia, United Kingdom and the United States.
- EDSF sponsors academic research grants and partners with major industry research firms to provide businesses with cutting-edge data on industry trends. Since 2001, EDSF has provided 30 research grants, developed a grant/mentor program and published over 26 white papers.
- EDSF also publishes the *EDSF REPORT*, a bi-monthly newsletter. The newsletter is edited by Frank Romano, EDP, professor emeritus, Rochester Institute of Technology.
- EDSF has recognized 59 leading educators in ten countries for their contributions to the industry.

***To learn more about EDSF and its industry scholarships and programs, contact EDSF Executive Director Brenda Kai at 817-849-1145 or via e-mail at [brenda.kai@edsf.org](mailto:brenda.kai@edsf.org).***

### **About EDSF**

EDSF is a charitable foundation dedicated to preparing the next generation of professionals for the document management and graphic communications marketplace. EDSF supports the industry's future by granting scholarships to students in support of their academic careers, by providing research grants to colleges and universities, by building awareness about industry careers, and by recognizing innovative educators and educational programs. EDSF serves vendors and users who design and implement document solutions for business applications. For more information, visit [www.edsf.org](http://www.edsf.org).

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