

FOR IMMEDIATE RELEASE
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Loftus to Serve on Chicago 2016 Olympic Bid Council

CHICAGO, April 2009—Announced last week, Zorch founder and CEO, Nicole Loftus, will serve on the Next Generation Leadership Advisory Council (NGLAC), in efforts to bring the 2016 Olympics to Chicago.

Loftus joins the ranks of 150 of Chicago's rising young civic and business leaders, all with the goal of building awareness, recruiting volunteers, and raising funds for the 2016 Olympic and Paralympic Games.

Members of the council must be nominated by 2-3 members of the Chicago 2016 Committee and are carefully reviewed before being accepted. Members are chosen based on their record of professional ambition, proven leadership skills, and the capacity to access and work with different ethnic and social communities within Chicago.

Through a broad-based effort including fundraising, networking, and media opportunities, the NGLAC intends to raise \$1.5 million dollars, along with generating excitement about the Olympic bid.

Economic Impact on Chicago

According to a study conducted by Tootelian & Associates, the Games are expected to stimulate \$22.5 billion dollars of incremental economic activity in the state of Illinois in the 11 year span between 2011-2021. During this time, the report accounted for 172,000 new jobs created in Chicago alone.

To donate or learn more about the NGLAC, visit www.chicago2016.org

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***Zorch International, a woman owned business, has developed an innovative supply chain model that eliminates redundancy at the distributor level. Zorch works exclusively with Fortune 200 companies as their brand ambassadors protecting their logo on merchandise and printed materials. Zorch maintains its stature on an international level providing cohesive brand protection, committing to order accuracy and ensuring significant savings for its clients. Client campaigns and initiatives have been "Zorched" globally, providing clients with warehousing and distribution in more than 120 countries. In 2008 Inc. Magazine recognized Zorch as the 8th Fastest Growing Company in America, #1 woman owned.*

www.zorch.com

Media Contact

Meghan Lucas
312.254.1091
mlucas@zorch.com