

For Immediate Release

Give the Best Gift Ever Continues a Strong Tradition for RitterAssociates

Maumee, Ohio, (RitterAssociates) December 15, 2011 – Delivering best-in-class customer experience/customer satisfaction measurement programs are coupled with an outpouring of kindness by the management and staff at RitterAssociates. This year, as has been the tradition every year since 2007, employees of RitterAssociates are giving to the annual Holiday Gift Drive sponsored by Lucas County Children Services (LCCS). This year's goal is to "Give the Best Gift Ever" to as many as 2,000 abused and neglected children being served by LCCS. Gifts for children under 4 years of age were the target for this year's campaign. The campaign runs through December 15.

RitterAssociates employees have been preparing for this year's drive since January. Each week, employees donate \$1 to \$5 each Friday to the company's 'Blue Jeans Fund'. For 2011, the fund has been used to purchase toys and gifts for children under the age of 4. "The 'Blue Jeans' fund was established to augment the already strong sense of community giving exhibited by the employees of RitterAssociates", said Stanley Gene Hart, President of RitterAssociates.



Employee contributions collected are matched dollar for dollar by RitterAssociates, doubling the power of each employee's own gift contribution. Hart, when making his holiday wishes to the organization, concluded by saying, "It does the heart good to know that so many children will have a special memory this Christmas made, in part, by the spirit, thoughtfulness and generosity by each and every one of our people."

About RitterAssociates

Since 1974, RitterAssociates has provided accurate, quantitative, and actionable customer measurement data that enable our clients to maximize their return on investment and gain a competitive advantage in the marketplace.

RitterAssociates combines talent with technology to create the most effective custom measurement program to fit your needs. For more information about RitterAssociates, visit us at www.ritterassociates.com.

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