

FOR IMMEDIATE RELEASE



Cleaning for a Reason® Wins Silver in Power of A

Northbrook, IL, USA — June 28, 2018—ISSA, the worldwide cleaning industry association, is thrilled to announce that ASAE, the center for association leadership, has awarded its 2018 Power of A Award (Silver Level) to ISSA for its Cleaning for a Reason program.

ASAE created the Power of A Awards to showcase how associations leverage their unique resources to solve problems, advance industry and professional performances, kickstart innovations, improve world conditions, or enrich lives.

“Cleaning for a Reason absolutely enriches lives,” said Lou Centrella, ISSA director of digital marketing. “Since its inception in 2006, the program has facilitated free cleaning of the homes of around 30,000 women battling cancer.”

As a result of this award, ASAE will promote ISSA’s Cleaning for a Reason and provide ISSA with proprietary marketing tools to use in promoting the award. ASAE will be engaging in a number of promotional activities throughout the summer and fall to celebrate these meaningful initiatives.

“ISSA Charities is poised to take things to the next level,” Centrella revealed. “This type of recognition and support helps elevate Cleaning for a Reason as a program and will help us grow it in the coming years.”

One of the growth opportunities ISSA Charities will pursue is fundraising. “Attaining third-party validation of Cleaning for a Reason’s activities allows ISSA to justify continued investment in the program and promote participation from membership, volunteer leaders, and other stakeholders, even outside the association,” Centrella explained.

Attention from a large association like ASAE will help spread awareness of ISSA’s Cleaning for a Reason beyond its previous reach, helping to put a spotlight on the cleaning industry and, more importantly, the volunteers who make the program work.

“Congratulations to the 2018 Power of A Award winners,” said John Graham, president and CEO of ASAE. “There are very few things that get done, very few ideas that get implemented, without an association being involved at some point in the process. That’s a story we can all be proud of, and one that deserves to be shared with others to create a deeper understanding and appreciation for associations and their role in the world.”

ISSA previously won a Power of A Award in 2015 for its [Value of Clean®](#) program.

About Cleaning for a Reason

Cleaning for a Reason is a nonprofit organization that partners with residential cleaners throughout the United States and Canada to offer free in-home cleaning to help women who are battling cancer. Since its founding in 2006 by Debbie Sardone, the nonprofit and its partners have donated more than US\$10 million in free services, helping more than 30,200 women. In 2017, Cleaning for a Reason was adopted by ISSA, the worldwide cleaning industry association, joining the fold under the ISSA Charities arm. It is now positioned to achieve its long-desired goal of outreach expansion. Based in Lewisville, TX, Cleaning for a Reason works with more than 1,200 professional cleaning companies, and continues to grow and gain support. To learn more about Cleaning for a Reason, see www.cleaningforareason.org.

About ISSA, The Worldwide Cleaning Industry Association

With more than 9,200 members—including distributors, manufacturers, manufacturer representatives, building service contractors, in-house service providers, residential cleaners, and associated service members—ISSA is the world’s leading trade association for the cleaning industry. The association is committed to changing the way the world views cleaning by providing its members with the business tools they need to promote cleaning as an investment in human health, the environment, and an improved bottom line. Headquartered in Northbrook, IL, USA, the association has regional offices in Mainz, Germany; Botany, Australia; and Shanghai, China. Visit www.issa.com, call 800-225-4772 (North America) or 847-982-0800, join the discussion with [ISSA’s LinkedIn group](#), and follow ISSA on our [Facebook page](#) and [Twitter account](#).

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