

NEWS RELEASE

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SCHAEDLER YESCO is awarded three Best of the Best Awards for Marketing

HARRISBURG, PA – Schaedler Yesco Distribution, Inc. has received three nods from tED Magazine for their community service and their 2022 bi-annual customer training event.

For more than 50 years, the highly competitive Best of the Best Marketing Awards Competition has celebrated the highest quality marketing efforts from both electrical distributors and electrical product suppliers/manufacturers. The coveted crystal star award is a symbol of excellence and achievement throughout the industry.

"While earning recognition for our work is certainly something to be proud of, that's not our goal," explained Kim Downs, Director of Marketing & Business Development. "We are focused on being a good community member and valuable partner to our customers."

The company won awards for best public relations / community outreach, best event, and best integrated marketing campaign.

"The win for our SYD Employee Charity fund is meaningful because it's outside the company's regular charitable giving. Our employees solely fund it through various initiatives to support the four charities our employee base chooses. It's absolutely a team effort," Downs said.

The wins for best event and best integrated marketing campaign were for the company's 2022 Expo, held at Hershey Convention Center in April 2022.

"Winning awards for our 2022 Expo is even more rewarding because every team member played a significant role in the development and execution of our successful event. From strategy to design to execution, all of us worked together to build an amazing experience for our customers," she explained.



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Schaedler Yesco Marketing Team - Pictured: left to right: Kristen Strenkoski, Janna Hoffman, Matt Baer, Kim Downs, and Scott Tshudy

See original image files in email.

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Schaedler Yesco Distribution, established in 1924, is a 4th generation family- and employee-owned provider of complete connected solutions for the electrical industry. With 27 locations throughout Pennsylvania, Ohio, and New York, the company offers services and products for lighting, data networking, automation, and industrial needs. To learn more about Schaedler Yesco Distribution, visit www.sydist.com