



NEWS RELEASE

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National Pest Management Association Unveils New Bed Bug Poster *Resource in English and Spanish Designed to Educate and Inform Customers*

June 2, 2009 (Fairfax, Virginia) — In response to the increasing bed bug problem throughout the United States, the National Pest Management Association (NPMA) is excited to announce a new resource designed to educate and inform customers about bed bugs. The new professionally developed bed bug poster incorporates high-quality color photos of bed bugs for identification with the basics of biology as well as ‘where to look,’ ‘what to look for,’ and ‘who to contact.’ The poster is available in English and Spanish.

The 18” x 24” poster is designed to nicely fit on backs of doors, offices and bulletin boards for hospitality employees and housekeeping staff, apartment managers, and property directors for dormitories and other multi-family dwellings. The new poster is also another method for pest management professionals to directly communicate with existing and potential customers about bed bugs and the reasons to hire a professional.

The laminated posters are available for purchase at \$9.95 for NPMA members and \$12.95 for non-members. Visit the NPMA Resource Center at www.bugstore.org to place an online order. For more information, contact NPMA at 703.352.6762.

The NPMA, a non-profit organization with more than 6,000 members, was established in 1933 to support the pest management industry’s commitment to the protection of public health, food and property, reflected both in the continuing education of the pest control professional and the dissemination of timely information to homeowners and businesses. For more information, contact Julie McGregor Jordan at jjordan@pestworld.org, call 703-352-6762 or visit our professional and member Web site at www.npmapestworld.org.

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