

## JohnDow's Caddy for a Cause Campaign Extended



Source: [www.TurfMagazine.com](http://www.TurfMagazine.com)

BARBERTON, Ohio-This August, JohnDow Industries, through its Fuel Chief brand introduced its aggressive fundraising campaign for breast cancer research-"Caddy For A Cause". The original plan was to conduct the campaign through the end of 2011 whereby JDI would contribute \$10 to this research for every Fuel Chief Pro 25 -25 Gallon Steel Gas Caddy (FC-25GC) sold during that period.

This 5-month effort has been extremely successful in 2011. JDI management is extending the campaign for breast cancer research through 2012. Joe Dease, president of JohnDow said "we really did not know what to expect when we introduced the campaign this last August but the response has been exceptional. We continue to see "Caddy For A Cause" as a real vehicle that we can use as an organization to help fight this dreaded disease".

According to the American Cancer Society, every 23 seconds, someone in the world is diagnosed with breast cancer and every 69 seconds, someone dies from this horrific disease. JDI will continue to communicate the program with visibility through product packaging, JDI shirts, trade shows, sales flyers, the JDI website, email blasts, media releases, and distributor and rep communications.

JDI's FC-25GC Gas Caddy has achieved UL Listing status while also complying with OSHA guidelines. JohnDow is the only manufacturer in the U.S. with these safety credentials and is the largest manufacturer of gas caddies in North America.

For more information on JDI, and 'Caddy For A Cause' visit [www.johndow.com](http://www.johndow.com).

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