

**FOR IMMEDIATE RELEASE**

Thursday, July 17, 2008

**Media Contact:**

Yarissa Reyes

856-642-4420

[yreyes@ahint.com](mailto:yreyes@ahint.com)

## **Cooling Journal Recognized with Award for Publication Excellence**

MOUNT LAUREL, N.J. – The Cooling Journal, the official publication of NARSA – The International Heat Transfer Association, was awarded the prestigious 2008 American Society of Business Publication Editors (ASBPE) Bronze Award for Editorial Excellence.

The ASBPE Award honors the hard work and commitment to excellence by trade publication editors and graphic designers. The Cooling Journal was recognized for the how-to-article “A simple repair leads to more money,” published in the November 2007 issue. Graphic designer Justin Fennelly, managing editor Sarah Cranston, and executive editor Mike Dwyer, CAE, were responsible for the content of the award-winning piece. Tom Bremble, NARSA’s director of association services, was presented with the award at a banquet for the Northeastern Region in New York City on July 9.

The competition is open to U.S.-based business-to-business, trade, association and professional magazines, Web and newsletter/E-newsletter publications, and their editorial and design staff and contributors. ASBPE’s Awards of Excellence recognize print editorial and graphics as well as publication-associated Web sites. The Awards of Excellence program is one of the most competitive there is for business publications.

“We are extremely proud of our design and editorial team,” said Chuck Braswell, president of NARSA. “These awards are a true testament to the talent, creativity, and expertise of our staff.”

The Cooling Journal is published monthly by NARSA and is circulated to more than 10,000 heat transfer and cooling system service businesses in the United States, Canada, and overseas. Its mission is to provide these independent businesses with the factual information they need and want in areas including service, management, marketing, regulations, environmental issues, and product trends.

NARSA is a non-profit trade association providing educational, technical, safety, and marketing programs for individuals in the engine cooling and heat transfer industry. The association is comprised of heat transfer specialists, manufacturers and suppliers located in 42 countries. NARSA is committed to educating consumers, promoting educational practices and improving procedures, fostering and promoting business friendships, conducting research, and providing solutions for the industry’s issues.

For more information about NARSA or The Cooling Journal, contact: 15000 Commerce Parkway, Suite C, Mt. Laurel, N.J. 08054; phone: 856-439-1575; fax: 856-439-9596; email: [narsa@narsa.org](mailto:narsa@narsa.org), or visit the Web site at [www.narsa.org](http://www.narsa.org).

###