



2010 Presenting Sponsor



**AVERY DENNISON GOES HOLLYWOOD AS PRESENTING SPONSOR OF THE
FIFTH ANNUAL LOS ANGELES ORGANIZING AWARDS**

For Immediate Release

Los Angeles, Calif. -- January 7, 2010 -- The Los Angeles chapter of the National Association of Professional Organizers (NAPO-LA) today announced that Avery Dennison Office Products Company, one of the world's leading manufacturers of home, office and school product supplies, has joined as Presenting Sponsor of the Fifth Annual Los Angeles Organizing Awards. The event will be held Saturday, January 30, 2010.

The Los Angeles Organizing Awards were introduced in 2006 to honor professional organizers, organizing retailers, organizing products services & resources, charities, technology providers, authors and the media for their nationwide contributions to the organizing industry. This year's red carpet celebration dinner and awards ceremony will move to Hollywood, California and be held at the historic Raleigh Studios. A special celebrity host and presenters will be on hand and the public is invited to attend.

"It's important that the Organizing Awards cultivate a sense of nationwide community to build awareness and continue an ongoing effort to share the value of living an organized life," according to Chantale Bordonaro, CPO® and NAPO-LA President. "NAPO-LA is honored to partner with Avery Dennison to celebrate this year's best people, products and services that are essential to organizing success."

NAPO-Los Angeles - Host of the Los Angeles Organizing Awards
10573 West Pico Blvd, #134, Los Angeles, CA 90064 - napola.org - organizingawards.com - (213) 486-4477

NAPO Los Angeles is a legal entity separate and distinct from NAPO, Inc. (the National Association of Professional Organizers) and is not entitled to act on behalf of or to bind NAPO, contractually or otherwise.

“We are delighted to be the presenting sponsor of the 2010 Los Angeles Organizing Awards. Our Avery-brand products are designed to help consumers organize their professional and personal lives. Together, the 2010 Los Angeles Organizing Awards and Avery Dennison celebrate this year’s contributions that have helped bring solutions and inspiration to consumers,” said Melissa Chapman, senior director of marketing for Avery Dennison Office Products.

Voting Deadline:

The official final ballot for the 2010 Los Angeles Organizing Awards is now closed. Voting was held in an open, public process online at <http://www.organizingawards.com> through December 15, 2009. Recipients are chosen by popular demand and announced at the public ceremony live on Saturday, January 30, 2010 at Raleigh Studios. A total of twenty-three awards will be presented. Finalist names, web links and official rules are available online at <http://www.organizingawards.com>.

About the Organizing Awards:

The Los Angeles Organizing Awards were introduced in 2006 by the Los Angeles chapter of the National Association of Professional Organizers (NAPO-LA) to honor professional organizers, organizing retailers, organizing products services & resources, charities, technology providers, authors and the media for their contributions to the organizing industry. The Awards conclude “National Get Organized Month.”

Sponsorships:

The Organizing Awards are a fundraising and public awareness event. Produced and presented by the National Association of Professional Organizers, Los Angeles Chapter (NAPO-LA), a not-for-profit organization meeting IRS Tax Code 501(c)3 requirements. Additional sponsorship opportunities are available and will underwrite production costs. All proceeds from the Awards benefit NAPO-LA for its chapter educational programming and outreach efforts. Benefits of sponsorship include mention in all press releases and prominent logo usage on all promotional materials, invitations and banners.

About Raleigh Studios Hollywood:

Located in the heart of Hollywood, Raleigh Studios is the longest continuously operating movie studio in the United States. Raleigh commenced operations in 1915 as "Famous Players Fiction Studios" with a Mary Pickford production - one of the first features to be filmed on the historic site. The lot since then has hosted a who's who list of entertainment industry pioneers including Charlie Chaplin, Douglas Fairbanks, Walt Disney and Betty Davis in what has become a hub of television, feature film and music video production.

About Avery Dennison Office Products:

Avery Dennison Office Products (<http://www.avery.com>) markets products under the well-known Avery brand name and is one of the world's leading manufacturers of self-adhesive labels for laser and ink jet printers, labeling software, binders, sheet protectors, index and tab dividers and other office-, home- and school-related supplies. Avery Dennison Office Products, a business unit of Avery Dennison Corporation, is based in Brea, California. For more information about Avery-brand products, consumers can visit the Avery Dennison Worldwide Office Products Web site at <http://www.avery.com> or call the Avery Dennison Consumer Service Center at 1-800-GO-AVERY (1-800-462-8379).

About NAPO-Los Angeles:

The Los Angeles chapter of the National Association of Professional Organizers (NAPO-LA) is a group of 150 professional organizers and associate members dedicated to helping individuals and businesses bring order and efficiency to their lives. The Founding Chapter of the National Association of Professional Organizers, "The Organizing Authority[®]," our mission is to develop, lead and promote professional organizers and the organizing industry since 1985. The chapter produces the Los Angeles Organizing Expo as well as the Los Angeles Organizing Awards and is the recipient of the 2008 NAPO National President's Award for innovative contributions to the organizing industry. For details visit <http://www.napola.org> or <http://www.organizingawards.com>.

Contacts:

Avery Dennison Senior Manager of Communications and Public Relations:

Fran Youssef

Fran.Youssef@averydennison.com

Public Relations Firm

GolinHarris

Earlene Tang

(714) 662-5115

etang@golinharris.com

NAPO-Los Angeles, Director of Marketing

Heather Furlong

Telephone: (805) 577-8267

<http://www.napola.org>

marketing@napola.org

###