



FOR IMMEDIATE RELEASE
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American Frozen Food Institute Names Joe Clayton as Executive Vice President of Public Affairs

Will Help Direct AFFI's "Frozen. How Fresh Stays Fresh." National Consumer Education and Category Promotion Campaign

McLean, VA – [American Frozen Food Institute](#) (AFFI) President and CEO Kraig R. Naasz today announced the addition of Joe Clayton as AFFI's new executive vice president of public affairs.

"The American Frozen Food Institute is extremely pleased to welcome Joe Clayton as the newest member of our senior management team," said Naasz. "Joe's extensive communications, public affairs and management experience will enable AFFI to further strengthen our efforts to engage consumers, key opinion leaders and public policy makers in support of the frozen food and beverage category."

AFFI is the national trade association of the frozen food and beverage sector, whose more than 500 members make, distribute and market frozen food valued at \$70 billion annually. In addition to shaping public policy through its advocacy efforts, AFFI recently launched a \$90 million national consumer education and category promotion campaign to positively influence the way consumers think and feel about frozen foods.

Clayton, who comes to AFFI with more than 30 years of experience in agency, corporate, government and non-profit arenas, will help direct the Institute's public affairs program and oversee day-to-day management of its "Frozen. How Fresh Stays Fresh." national consumer-facing campaign.

Clayton was previously the public affairs practice leader at Golin, an award-winning public relations agency with 700 employees, 34 offices and \$150 million in annual revenue.

Prior to joining Golin, Clayton was the founding partner of Outreach Strategies, where he represented the World Business Council for Sustainable Development and the U.S. Climate Action Partnership. He also served as the president and chief executive officer of Widmeyer Communications, and as legislative assistant to former U.S. Senator Alan Dixon (D-Ill.).

Clayton received a B.A. in political science from the University of Illinois at Urbana-Champaign. He is scheduled to join AFFI on July 1, 2014.

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The American Frozen Food Institute is the national trade association promoting and representing the interests of all segments of the frozen food industry. AFFI works to foster industry development and growth, and advocates before legislative and regulatory entities on the industry's behalf. More information can be found at www.affi.org.