



For immediate release:
April 5, 2016

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FLAVOUR ART JOINS VAPOR TECHNOLOGY ASSOCIATION

Time to focus on public affairs for our collective future

USA, April 5, 2016 – Flavour Art North America Inc., a subsidiary of Flavour Art Italy and the only dedicated and committed flavouring company in the vaping industry, is pleased to announce that it has selected the Vapor Technology Association (VTA) as its primary platform for supporting advocacy in the United States.

Having been a founder of Canada’s national advocacy stakeholder in governmental relations – the Canadian Vaping Association – Flavour Art is a veteran of VTA’s involvement in the field of governmental public affairs and advocacy. **Shaun Casey, Flavour Art North American President**, stated, “VTA offers Flavour Art the highest level of sophisticated policy and strategic direction from its governing board, which is comprised solely of representatives from companies that have a vested stake directly in the vaping industry. As the only global flavour company that is 100% committed to sales from the vaping industry, and a worldwide leader in investment in scientific evidence through research, we wanted to ensure our investment was well researched with the best due diligence on our choice, VTA.”

Flavour Art believes that the organized public affairs work VTA can accomplish combines government relations, media relations, issue management, corporate and social responsibility, information dissemination and strategic communications – all aimed at influencing public policy, building and maintaining a strong reputation for our industry, and finding common ground with stakeholders relative to regulations.

Flavour Art looks forward to rolling up its sleeves and actively participating in VTA’s advocacy efforts in the United States. We bring to VTA determination, experience, significant research capabilities and a true love of the vaping community. As vapers ourselves, we look forward to adding to VTA’s impressive resources and personnel currently in place.

To learn more, visit: www.vaportechnology.org, www.canadianvapingassociation.com, www.flavourart.com and www.clearstreamonward.com.

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