



Press Release  
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FOR IMMEDIATE RELEASE  
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## **FRANE Delivers with Fresh and Relevant Member Initiatives!**

FRANE members can now like, share and tweet about Frozen and Refrigerated Foods in a big way! Capitalizing on their partnership with the National Frozen and Refrigerated Association, **Easy Home Meals** is part of the FRANE portfolio of member benefits. Available to all of the Association's members and consumers alike, the social media sites offer recipes, tips and great uses of frozen and refrigerated foods. With an opportunity to localize the content, the group now offers a far reaching information network for its members. They can be found both on Facebook and Twitter by searching Easy Home Meals. Members can also be "IN" the know, with FRANE's newly launched Linked In group, which offers timely research and information for all industry leaders.

In addition, **FRANE News** launches in April. This monthly publication, made possible with support from its growing partnership with the Northeast Dairy Foods Association, will serve as a "go to" source of information for its members. This must-have publication will offer timely, concise news in an easy to read format. Members can participate with news articles or advertising within the publication as it continues to grow.

As the organization celebrates its 60<sup>th</sup> Anniversary, it is emerging as a re-energized and member-driven Association. Long recognized as a leader within the frozen and refrigerated arenas, the initiatives of late showcase the organization's commitment to offering relevant benefits for its members. Under their newly released, action centered, tag line – "**Fresh, Relevant, Analyze, Network, Educate**" (**FRANE**), is committed to the frozen and refrigerated foods industry and its members. These initiatives, driven by member support and feedback, will be the catalyst for the Association's continued growth and success!

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The Frozen and Refrigerated Association of the Northeast, FRANE, is a non-profit trade association representing all aspects of the frozen and refrigerated food industry in the Northeast. This year, celebrating their 60<sup>th</sup> Anniversary, the organization offers exclusive networking and business building events for its members throughout the year. Membership is available to all frozen and refrigerated industry organizations.