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ABL Announces Hiring of New Communications Manager *Matthew Evans to Manage Organization's Communications and Social Media Strategies*

May 10, 2016 – Bethesda, MD – American Beverage Licensees (ABL) is proud to announce the hiring of Matthew Evans as the organization's Communications Manager, effective May 9, 2016. In this position, Evans is responsible for increasing the position and reach of the organization within the beverage alcohol industry, streamlining communications to affiliates and industry, and implementing improved social media strategies.

Evans comes to ABL with over seven years' experience in the non-profit and association management industry, focusing on areas including communications, membership and operations. Most recently, Evans served as the Manager of Council Operations with the American Gastroenterological Association (AGA). There, he managed a number of programs related to the development and programming of the association's annual conference Digestive Disease Week® (DDW).



“We are excited to have Matt join the ABL team, as he brings a wealth of experience and knowledge – as well as an understanding and appreciation of ABL's mission and goals,” noted ABL Executive Director John Bodnovich. “We look forward to the role he will play in advancing ABL's communications strategy and providing ABL affiliates with the latest news and information impacting the industry.”

Prior to AGA, Evans worked for America's Charities coordinating workplace giving campaigns at the federal, state and local level. He also worked at The Coulter Companies coordinating membership and communications for a number of small- and medium sized non-profit organizations.

Evans received a Bachelor of Arts degree in History from James Madison University and currently resides with his wife, Samantha, in Fairfax, Virginia.

American Beverage Licensees is the preeminent national trade association for beverage alcohol retailers. Direct retail beverage alcohol sales in the United States generate as many as 1.77 million well-paying jobs. ABL's thousands of on-premise and off-premise licensee members are independent and often family-owned establishments. The beverage retailing industry pays over \$19.3 billion in federal taxes and \$16.9 billion in state and local taxes. To learn more about ABL, visit www.ablusa.org.