

Receives 2015 Constant Contact All Star Award

Recognized for achievements using online marketing tools to drive success

The Canadian Urethane Foam Contractors Association — March 29, 2016 – Mississauga, ON Canada, an industry leading Certification Body and Trade Association in the Spray Polyurethane Market in Canada, has been named a 2015 All Star Award winner by [Constant Contact®, Inc.](#), the trusted marketing advisor to hundreds of thousands of small organizations worldwide. The annual award recognizes the most successful 10% of Constant Contact's customer base, based on their significant achievements leveraging online marketing tools to engage their customer base and drive results for their organization.

For the past 32 years, CUFCA has been the leading Non-Profit Licensing Organization to the Spray Polyurethane Foam Industry in Canada. In addition to its roles in training and certification, CUFCA has been a champion of our SPF Industry and its Contractor Members.

"We're happy to be recognized by Constant Contact for achieving strong marketing results and engaging with our stakeholders. Constant Contact's tools have helped us better manage customer/ stakeholder relationships, engagement, etc. We are always working to leverage our lean management to achieve greater stakeholder engagement. Constant Contact has been a great resource to us. – *Andrew Cole, Executive Director*

Small businesses and nonprofits using Constant Contact's online marketing tools are eligible for this award. Criteria used to select this year's All Stars included the following:

- Level of engagement with email campaigns
- Open, bounce, and click-through rates
- Use of social sharing features
- Use of mailing list sign-up tools
- Use of reporting tools

"At Constant Contact, we aim to help small businesses become marketers so they can do even more business. Our All Stars are leading the way, showing us the difference online marketing can make for a small business. It's truly inspiring," said John Orlando, chief marketing officer at Constant Contact. "We're thrilled to recognize CUFCA for their commendable achievements in 2015 with this All Star Award."

About CUFCA

The Canadian Urethane Foam Contractors Association is a leading Not-for-Profit trade association in Canada that delivers training, certification, site quality assurance programs, and education programs to industry stakeholders on behalf of leading SPF Contractors and Manufacturers

About Constant Contact®, Inc.

Constant Contact, an Endurance International Group company and a leader in email marketing since 1995, provides hundreds of thousands of small businesses around the world with the online marketing tools, resources, and personalized coaching they need to grow their business.

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