



## **Gift for Life To Honor Giftcraft's Trevor Cohen**

—Party for Life Honoree Announced for 26<sup>th</sup> Annual Event—  
—Giftcraft Kicks Off Fundraising Campaign With \$25,000 Pledge—

FOR IMMEDIATE RELEASE

Media Contact: Cathy Steel, 203-340-9251

Cole Daugherty, 214-760-2884

August 29, 2017—Gift for Life, the gift and home industries' sole charitable organization, will honor Trevor Cohen, president and CEO of Giftcraft, during the 26<sup>th</sup> annual Party for Life, Monday, February 5, in New York City at a new location, Stage 48. Cohen will be awarded Gift for Life's Chuck Yancy Lifetime Achievement Award. Trevor Cohen and Giftcraft have also pledged a \$25,000 donation to kick off the Party for Life fundraising campaign, which last year raised more than \$225,000.

Trevor Cohen is President and CEO of Giftcraft, a Toronto-based company setting the standard in innovative design and development of decorative and functional lifestyle products to meet both the décor and giftware needs of today's savviest consumer.

"No one is more worthy of this distinctive honor than Trevor and his company," said Gift for Life chair George Kacic, who prior to his position with AmericasMart served as a sales executive with Giftcraft and has known Trevor for decades. "His company management, his industry innovation, and his tremendous generosity are all factors that have made him a respected and appreciated leader."

Cohen emigrated from South Africa to Canada in 1981, where he immediately established a start-up company focused on developing innovative products leveraging licensing, branding and Asian manufacturing. Cohen penetrated the largest North American retailers within the first year of his very successful launch. In 1991 he became a strategic advisor to Giftcraft and at the same time entered into a joint venture with Matrix Industries, a large vertical manufacturer in Asia. Over the next ten years he made a significant impact on the Giftcraft company business while growing his own company, Trevco, into the largest seasonal vendor of collectibles to the big box stores in North America. Cohen sold Trevco in 2002 in conjunction with assuming the role as CEO of Giftcraft.

Since 2002, Cohen has accomplished a complete restructuring of Giftcraft's product lines, merchandising and sales strategies, and the company logistics to transition the company into a full-service, leading edge designer, manufacturer and distributor of innovative lifestyle and giftware products. Cohen became the controlling shareholder of Giftcraft in 2006 and has positioned the company to become a market leader with global reach.

"I am honored to receive this lifetime achievement award and to be recognized by Gift for Life for my contribution to our industry," said Cohen. "I proudly accept this recognition on behalf of my Giftcraft family who have supported me all the way."

Gift for Life was founded by Peter Schauben of Appleman Schauben in 1992 in response to the tragic loss of industry lives to AIDS. The organization's first meeting at the National Stationery Show brought together a cross-section of the industry's leading publishers, market centers, sales reps, manufacturers and retailers – all willing to convene and work together towards a common goal. Since that time, Gift for Life has raised more than \$5 million for AIDS research, education, treatment and care through nationwide at-market events, cause marketing programs and direct donations. In 2008, Gift for Life selected DIFFA: Design Industries Foundation Fighting AIDS, one of the largest funders of HIV/AIDS service and education programs in the U.S., as its sole charity partner and beneficiary. In 2015, DIFFA National granted more than \$250,000 to nearly 20 organizations providing treatment, education, prevention and advocacy.

Make plans now to attend Gift for Life's 26th Annual Party for Life, benefiting DIFFA, on Monday, February 5, 2018, at a new location: Stage 48. Individual tickets are \$125, and sponsorships ranging from \$500 through \$25,000 are available. For details, contact Steven Williams at [swilliams@diffa.org](mailto:swilliams@diffa.org), (212) 727-3100.

**ABOUT GIFT FOR LIFE and DIFFA**

*Gift for Life unites the gift and home industries against AIDS with more than \$5 million raised since its inception in 1992. In 2008, Gift for Life selected DIFFA: Design Industries Foundation Fighting AIDS, one of the largest funders of HIV/AIDS service and education programs in the U.S., as its sole charity partner. Since its founding in 1984, DIFFA has mobilized the immense resources of the design communities to provide more than \$42 million to hundreds of AIDS organizations nationwide. More information is available at [www.giftforlife.org](http://www.giftforlife.org) and at [www.diffa.org](http://www.diffa.org).*

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