 electronics representatives association

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**ERA DONATIONS ASSIST NEARLY 150 AT-RISK CHILDREN**

The Electronics Representatives Association (ERA) has announced that two recent donations to the Miracles and Magic Foundation will help support theme park or other special event venue visits by nearly 150 children who are fighting life threatening illnesses. The children’s activities are being provided by A Kid Again, an organization that helps restore some degree of normalcy to the lives of seriously ill children and their families.

The donations were made by the 20+ individual volunteer committee members of the association’s 2017 Management and Marketing Conference in gratitude to the ERA staff and by ERA itself as a gift of appreciation to all the conference speakers. The new tradition of making contributions to a charity— replacing the usual presentation of thank you gifts to conference speakers and staff members — began in 2016.

The choice of the recipient of this year’s donations was spurred by a touching story told by conference keynote speaker Jon Petz, who founded the Miracles and Magic Foundation in 2002. The foundation generates its income by producing and staging Las Vegas-style shows featuring comedy, magic and illusion, all performed by entertainers who provide their services at no charge. Since 2002, the foundation has raised and dispersed more than $1.5 million to recipients that include, in addition to A Kid Again, the Make A Wish Foundation, the Children’s Miracle Network and many others.

For further details about the Miracles and Magic Foundation, go to miraclesandmagic.com. Information about A Kid Again is available at akidagain.org.

**About ERA**

The 82-year-old Electronics Representatives Association (ERA) is the international trade organization for professional field sales companies in the global electronics industries, manufacturers who go to market through representative firms and global distributors. It is the mission of ERA to support the professional field sales function through programs and activities that educate, inform and advocate for manufacturers’ representatives, the principals they represent and the distributors who are reps’ partners in local territories. ERA member representative firms (often called “reps”) provide field sales services on an exclusive basis to manufacturers of related (but non-competing) products in a defined territory. For more information about ERA, visit [era.org](http://www.era.org/).

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