

create  experiences

we are a full service marketing team
made up of strategic thinkers
who activate creative ideas
which elevate a brands retail experience



retail
creative
development
production
sourcing
warehousing



social
mobile
gaming
outreach



brand
identity
promotion
package design
content/media



event
development
Sampling
mobile tours
grassroots/guerrilla
PR launch



digital
web
apps and games
technology

WWW.BE-TRU.COM



For Immediate Release

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(Branford, CT) – TruEvents, LLC, a business specializing in, Event and Experiential Marketing, received national certification as a Women’s Business Enterprise by the Women Presidents’ Educational Organization - NY, a regional certifying partner of the Women’s Business Enterprise National Council (WBENC).

WBENC’s national standard of certification implemented by the Women Presidents’ Educational Organization – NY is a meticulous process including an in-depth review of the business and site inspection. The certification process is designed to confirm the business is at least 51% owned, operated and controlled by a woman or women.

By including women-owned businesses among their vendors, corporations, and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier/vendor diversity programs.

To learn more about TruEvents, LLC, please visit www.be-tru.com.

About TruEvents, LLC

TRU Events and Marketing Solutions is a woman owned, award winning, full service marketing agency. TRU is comprised of a diverse marketing team made up of strategic thinkers who activate creative ideas which elevate a brands retail experience. TRU’s solutions transcend traditional experiential marketing to bring impactful experiences to events, retail, social, brand, and digital. For nearly 15 years the agency has been trusted by PepsiCo, Diageo, Frito-Lay, PGA and many other Fortune 500 companies both locally and internationally to deliver cutting edge solutions.

"Growing my business has required perseverance, passion and talent. To have the support of WBENC and the WBENC community of experienced, successful business owners will give me access to tremendous amount of information and services to women business owners, business recognition and the resources to move forward in success. The certification process is one that was worth the effort." – Rachael Cash, Founder and CEO

About WBENC

The Women’s Business Enterprise National Council is the nation’s largest third party certifier of businesses owned and operated by women in the United States. WBENC is a resource for the more than 700 US companies and government agencies that rely on WBENC’s certification as an integral part of their supplier diversity programs.