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FOR IMMEDIATE RELEASE

ASUCLA Continues to Foster Supply-Chain Transparency by Bringing on New Director of Ethical Labor and Sustainability

LOS ANGELES – Nov. 6, 2019 – As part of efforts to strive for better and more viable partnerships with licensees, ASUCLA is proud to welcome Elizabeth Kennedy, Director of Ethical Labor and Sustainability for UCLA Trademarks & Licensing, to the organization.

In her newly created role, Kennedy will lead ASUCLA's effort to practice principles of responsible licensing and procurement.

"We are extremely fortunate to have Liz Kennedy joining our team," said Cynthia Holmes, UCLA Trademarks & Licensing Director. "Liz will further our endeavors of responsible licensing by identifying and rewarding those licensees who manage their businesses in a way that fosters fair labor practices throughout their supply chains."

For the past ten years, Kennedy served as Vice President, Corporate Responsibility at the Collegiate Licensing Company, where she provided the opportunity for greater insight to 200+ client universities to make more informed licensee selection decisions.

In her role with ASUCLA, Kennedy serves as the key resource in supporting and informing ASUCLA's effort to measure and promote licensees' progress toward achieving the expectations of the UC Trademark Licensing Code of Conduct. In addition to the "fair labor/people" aspect of sustainability, Kennedy will identify strategies for achieving UC's environmental sustainability goals in connection with UCLA licensed products and licensee supply chains around the world.

With this expanded focus to sustainability, Kennedy will also serve as a resource to other ASUCLA divisions' efforts as they continue to identify pathways toward achieving the University of California's sustainability goals, in addition to those already established by ASUCLA.

About ASUCLA:

Associated Students UCLA (ASUCLA) is a not-for-profit association founded in 1919, which delivers vitally important student services and activities throughout the campus of the University of California Los Angeles. ASUCLA boasts the largest college store in the United States, an extensive food service program, and a network of other services and programs that includes student government and student media, which greatly enhances the quality of UCLA's campus life. For more information about ASUCLA, please visit www.asucla.ucla.edu.