

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Guam Product Seal Task Force adopts an official “Guam Product Seal”

The Guam Product Seal Task Force adopted an official “Guam Product Seal.” This Seal will soon be placed on all products, which have been permitted under the Guam Product Seal Program.

The GPS Program was created by Public Law 18-42, and is intended to promote products that are “Made on Guam.” The Seal serves as a guarantee to consumers the products are in fact made on Guam, and are of high quality.

“The Guam Product Seal gives us a sense of pride in products unique to Guam,” said Governor Eddie Baza Calvo. “This is perpetuated by our desire to share our Pacific paradise with the world.”

The Guam Product Seal was designed with symbols that tell a story of our rich culture and heritage. It includes the coconut tree symbolizing the resilience of the people of Guam and the sustenance it provides. The flying *proa* is a symbol of the ingenuity of the ancient Chamorros as it united Micronesia by the ocean. The *latte* stone serves as a reminder of the solid foundation of family, and the strength of our culture and heritage enduring through the ages.

“Having the Guam Product Seal is important for Guamanians, especially those who run a business promoting, protecting and preserving our culture,” Lt. Governor Ray Tenorio said. “The Seal is important for the Guam brand – how we market her, how we market our community.”

The Guam Product Seal Program is administered by the Guam Economic Development Authority, which will begin enforcement on July 1, 2013. Permit holders will have two years from that date to adopt the new image, and incorporate it into their packaging.

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Information may also be obtained on our website at www.investguam.com.

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