

IMAGEN Brands and Hey Buddy™ Bear Donates to Charity

IMAGEN Brands is giving back in a unique way, with a teddy bear. Many in the industry know one of its most respected leaders, the late Francis “Fran” Ford, Jr., CAS and his memorable greeting, “Hey, Buddy!” In remembrance of this industry icon, Hey Buddy™ Bear was born. With every bear sold, IMAGEN Brands will donate towards the Promotional Products Education Foundation (PPEF).

“We all seem to get more than we ever gave. That’s why we are donating some of the proceeds back to the Promotional Products Education Foundations (PPEF) to help others in need. We hope Hey Buddy™ Bear touches others who may have a Fran Ford person in their lives,” said Paul Lage, President of IMAGEN Brands.