



News Release

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McKINLEY WINS FRANCHISEE OF THE YEAR AWARD

CAPE CORAL, FL – Gary McKinley, the President of Craters & Freighters of Southwest Florida, won the 2010 Jay Gibson Commemorative Award, presented by the Craters & Freighters Franchise Company at its recent annual convention in Dallas, Texas.

The award is named for the former Craters & Freighters executive and late husband of Diane Gibson, founder and CEO of Craters & Freighters Franchise Company. “He has great vision for a successful Craters & Freighters franchise. He is responsive to his customers’ needs, and is willing to take on any challenge,” said Gibson.

McKinley was chosen by the Craters & Freighters Franchise Advisory Council to receive the award from a select group of talented and seasoned business owners due to the dramatic marketing and business management style of Craters & Freighters of Southwest Florida in just a little over three years under his leadership. After spending over thirty five years in the horticultural industry the McKinley’s wanted a new challenge. After spending six months looking for a business to buy they purchased the Craters & Freighters franchise location in Cape Coral, which originally opened in 1997. The Southwest Florida division covers consumers and businesses from the Bradenton/Sarasota area to Marco Island to the southern part of the territory. The company serves a number of Southwest Florida's technology firms, and many of the area's most prestigious art galleries, antique dealers, and auction houses.

“I am overwhelmed to be the recipient of this very prestigious award from the Craters & Freighters Franchise Company. Craters & Freighters has an outstanding business model which has enabled me to grow this business beyond my expectations. The support of my fellow Craters & Freighters owners around the country and training at corporate has been fantastic.” stated McKinley.

Craters & Freighters provides expert packaging, crating, and shipping services from 67 locations nationwide. Unique to the transportation industry, the company engineers and builds customized shipping containers and wood crates to ensure all shipments arrive safe, damage-free, and on-time. Craters & Freighters was founded in June 1990 to meet the needs of businesses and consumers for specialty freight handling, including pick-up, crating, shipping, tracking, insuring and delivery of shipments that are too heavy, oversized, valuable, awkward, and time-sensitive for other shipping entities. The company serves consumers and businesses in all sectors including telecommunications, electronics, medical equipment, aerospace, bio-technology, and heavy machinery.

Craters & Freighters of Southwest Florida is located at 1136 NE Pine Island Road, Suite 71, Cape Coral, FL 33909. The phone number is 239-772-3100. For more information about Craters & Freighters, visit www.CratersAndFreighters.com or www.cratersandfreightersswflorida.com .