

Boise company that gives millions back to local communities, launches Your Official Gear.

Your Official Gear empowers local organizations to make an impact on their local community through partnerships with schools.



Boise, Oct 16, 2019 (IssueWire.com) - All-American Publishing announced today that Your Official Gear (YOG) will be heading up their promotional products and [custom apparel](#) division. We interviewed President/CEO John Elliot, who had this to say about the launch...

"We are a company that is focused on community. Working with thousands of high schools across the country helping to join them with the local businesses in their area. Our primary focus is to foster community and raise much-needed resources and awareness. Caring for the needs of our schools in order to ensure that they feel well cared for is paramount for us. We understand what it means to work with people from all over the country and varied backgrounds. Meeting their expectations requires focus and attention to detail. They can't afford for us to embarrass them to their community. We take that very seriously."

The Mission

All-American Publishing is a Boise, Idaho based company that has been serving local schools for 23 years and houses 150 employees. They give millions back to local communities across the nation

through a partnership with local schools and local businesses. *"We believe we can accomplish more as a member of a team than we ever could alone,"* said, John Elliot, president and CEO of All-American Publishing. *"We live this every day. We are just a part of helping organizations reach new heights."*

Who is Your Official Gear?

Your Official Gear (YOG) specializes in promotional products and custom apparel for small to large business, churches and schools. They provide everything for promoting a business including, [custom hats](#), company polo shirts, [promotional t shirts](#), promotional bags and even client gift baskets. *"Our plan is to continue to help our partners become more of a visible presence to their customers and the communities they serve,"* said Traci Easley, account manager for Your Official Gear *"Their work, their mission and their stories are what inspire us. This isn't about YOG getting bigger or accomplishing something. This is about us serving the needs of the organizations and businesses we partner with in order to elevate their status and tell their story. We know success will follow if we serve well!"*

How Organizations Benefit

Details on the benefits of [promotional products](#), how you can help your local community and finding the right products to implement in your marketing strategy can be found at the Your Official Gear website. Additionally, YOG offers free custom quotes and expert advice on increasing awareness for organizations through promotional items and client gifts.

Your official gear is changing the promotional products industry by putting community first. For more information, visit youofficialgear.com

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