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## PRESS KIT

### **ABOUT NAPO**

The National Association of Productivity & Organizing Professionals (NAPO) has over 3,500 members worldwide dedicated to helping people and organizations bring order and efficiency to their lives.

### **OUR MISSION**

Our mission is to be the leading source for organizing and productivity professionals by providing exceptional education, enhancing business connections, advancing industry research, and increasing public awareness.

### **OUR HISTORY**

It all started in a Los Angeles living room in 1983, when a small group of women offering organizing services gathered to network and exchange ideas. As early pioneers in an emerging industry, they quickly recognized the value of sharing their knowledge and supporting one another.

### **WHAT WE DO**

NAPO is a professional association offering membership to professionals working in the organizing and productivity industry. We offer:

- Continuing education and professional development through NAPO University
- Credentialing through The Board of Certification for Professional Organizers®
- An annual conference featuring industry experts
- Information on working with organizing and productivity professionals
- An online professional member directory

### **MEDIA CONTACT**

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## GET ORGANIZED & BE PRODUCTIVE

Did you know...

- 1 in 11 American households rent a self-storage space and spend over \$1,000 a year in rent. (*Simply Productive*)
- We lose up to nine items every day—or 198,743 in a lifetime. Phones, keys, sunglasses, and paperwork top the list. (*The Daily Mail*)
- Getting rid of clutter eliminates 40% of housework in the average home. (*National Soap and Detergent Association*)
- 23% of adults pay bills late and incur fees because they can't find their bills. (*Harris Interactive*)
- 80% of what we keep we rarely use. (*Agency Sales Magazine*)
- 25% of people with two-car garages fill it with too much stuff that they can't park a car inside. (*U.S. Department of Energy*)
- The typical executive today wastes 150 hours a year, almost one month, searching for lost information. For someone earning \$50,000 a year, that translates to a loss of \$3,842. (*Forbes ASAP*)
- Home storage products have become a \$4.36 billion industry. (*Newsweek*)
- 80% of our medical expenditures are stress related. (*The Centers for Disease Control and Prevention*)
- Stress-related illness costs the nation \$300 billion a year in medical costs and lost productivity. (*American Institute of Stress*)

## GO Month

Get Organized & Be Productive (GO) Month is an annual initiative sponsored by the National Association of Productivity & Organizing Professionals (NAPO). Held each January, when getting organized and becoming more productive are common New Year's resolutions, the initiative aims to increase public awareness of what NAPO is and highlight the unique services that our members provide.