



FOR IMMEDIATE RELEASE

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**ILLINOIS BEVERAGE ASSOCIATION ANNOUNCES SELECTION OF
MADELINE NORRIS AS EXECUTIVE DIRECTOR**

SPRINGFIELD, IL – The Illinois Beverage Association today announced the selection of Madeline Norris as its new Executive Director. After an exhaustive search, the IBA Board of Directors approved the appointment of Madeline who will lead a team including ILLUMINARA Public Affairs and ABELIN STRATEGIES to oversee the administrative, operational, and government affairs matters of the IBA. Norris has a proven legislative advocacy record of accomplishment in various areas including economic, environmental, and healthcare policy.

“The IBA is pleased with our appointment of Madeline Norris to serve the Association as our Executive Director,” said IBA Board President Bradley Harden “Many of our members have been impressed with Madeline’s legislative policy background as well as her strong advocacy work in Springfield on behalf of various policy interests in the past.”

Skilled in policy analysis, negotiation, relationship management, and legislative process strategy, Norris previously served as Legislative Director for Illinois House Majority Leader Robyn Gabel.

“My team and I are excited to take on this new role as Executive Director of the IBA” stated Norris. “The opportunity to serve the IBA’s bottling, manufacturing, and franchisee members throughout the State of Illinois is a great honor and privilege, every day these members serve Illinois residents by providing the most popular, innovative, non-alcoholic beverage choices of every type in the world.”

The IBA is Illinois’ non-alcoholic beverage-producers’ trade association. The Association promotes economic opportunity, champions environmental sustainability, advocates for supportive business policies, and encourages a healthy live-work environment throughout Illinois.

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