



Moving America Professionally

News Release

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Moving Industry Rivals Set Aside Competition to Back Landmark Anti-Fraud Initiative

ALEXANDRIA, Va. -- More than 30 of the nation's leading van lines and independent movers today set aside competing rivalries in a show of unity behind a new industry certification program to give consumers a reliable starting point when choosing a moving company.

The solidarity behind the American Moving & Storage Association's ProMoverSM program was evidenced by a full-page advertisement in *USA Today*, the largest-circulation newspaper in the United States. The ad appears on the first day of May, which is National Moving Month, and is the first in a series during May.

"Although these firms compete for customers, they've found common ground in ProMover," said Linda Bauer Darr, AMSA president & CEO. "That's a very public demonstration of how important they believe it is to combat con artists and outright criminals masquerading as legitimate movers who rip off consumers."

AMSA implemented the ProMover program this January to establish the moving and storage industry's new "seal of approval," a bold blue capital M, fast-becoming the recognized sign across the country of a reputable moving company.

Only AMSA members which have passed a rigorous seven-point screening process are authorized to display the ProMover logo, a policy that last year led the non-profit trade organization to expel some 200 of its members.



"Although we always hate to lose members, consumers and the industry need to know that we're extremely serious about policing our own," said Darr. "And once consumers begin asking that one question -- 'Are you a ProMover?'-- it won't be long until what we refer to as 'rogue operators' will be out of business," Darr added.

Consumers can quickly confirm a company is an authorized participant in the ProMover program by visiting www.moving.org, where they will also find a wealth of tips and suggestions to make their moves safe and successful.

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The American Moving & Storage Association, headquartered in Alexandria, Va., is the trade association representing the nation's moving and storage companies, which provide household goods moving services, specialized transportation for sensitive freight such as computers and trade show exhibits, and associated warehouse storage services. The association has 3,200 members, including more than 300 international members, and sponsors programs and activities that promote consumer protection, professional development, safety, and operational efficiency.