

FOR IMMEDIATE RELEASE

## Strategic Alliance Formed with The Infection Prevention Strategy

[Whitby, ON – October 11, 2019] – ISSA Canada, a Division of ISSA – the worldwide cleaning industry association, is once again taking bold steps to unite the industry. In its efforts to connect with the healthcare and hospitality sectors, ISSA Canada is pleased to announce it has formed a strategic alliance with The Infection Prevention Strategy (TIPS).

“TIPS has a tremendous following in the infection control and prevention sector,” said ISSA Executive Director Mike Nosko. “I definitely see this alliance as being a huge opportunity for us to work together and move the industry forward from a health and wellness standpoint.”

“The main goal of TIPS is to communicate, and we need partners in order to do this successfully,” said TIPS Co-founder and Executive Director, Michael Diamond. “We see our alliance with ISSA Canada as an outstanding opportunity to tap into a new market and grow our outreach.”

Formed in 2015, TIPS is a not-for-profit Pan-Access, worldwide collective that “extends globally and touches locally.” The 100 per cent volunteer-based organization came into existence to advance innovations, ideas and process that make a difference in global health.

In addition to providing a host of peer-reviewed articles, white papers, and industry support, the TIPS advisory board brings together leading industry professionals well-versed in infection control and prevention. These include Dr. Syed Sattar, Jason Tetro, Michael Rochon and Dr. Christine Greene, to name but a few.

According to Nosko, an interesting point about TIPS is that the organization isn’t just focused on infection control and prevention in hospitals, but the entire building environment.

“Our ongoing goal is to unite the industry, and TIPS is at the top of the scale when it comes to infection control and prevention,” he said. “In addition to the infection control piece, they are also dedicated to the health and wellness of the building environment which is why this alliance is so important.”

ISSA Canada looks forward to working with TIPS in order to deliver on its goal of “changing the way the world views cleaning.” Not only will ISSA Canada offer its healthcare and hospitality members access to this knowledgeable resource, but TIPS will also be front and centre during industry trade

shows and conferences, by providing top-notch speakers targeting relevant issues to this industry sector.

For more information on the new strategic alliance, please contact Mike Nosko, ISSA Canada executive director, at (905) 665-8001, toll free (866) 684-8273 or via email at [mike@issa-canada.com](mailto:mike@issa-canada.com).

## **ABOUT ISSA CANADA**

ISSA Canada is the body resulting from the merger of ISSA with the Canadian Sanitation Supply Association (CSSA) in May 2017. With more than 9300 members – including distributors, manufacturers, manufacturer representatives, building service contractors, in-house service providers, residential cleaners and associated service members – ISSA is the world’s leading trade association for the cleaning industry. The association is committed to changing the way the world views cleaning by providing its members with the business tools they need to promote cleaning as an investment in human health, the environment, and an improved bottom line. Headquartered in Northbrook, IL, USA, the association has regional offices in Toronto, ON, Canada; Mainz, Germany; Parramatta, Australia; and Shanghai, China. For more information, visit [www.issa.com](http://www.issa.com).