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Alexandra Hayes Promoted to Senior Vice President, Communications & Public Affairs

HCPA also Hires Matthew Sabas to Bolster Communications Efforts

Washington, D.C. – The Household & Commercial Products Association (HCPA) is pleased to announce that Alexandra Hayes has been promoted to Senior Vice President of Communications & Public Affairs. Alexandra previously served as Vice President of Communications & Public Affairs for HCPA.

“Allie has worked efficiently and seamlessly across all HCPA departments and its seven product divisions, and has skillfully represented the association to external audiences, especially during the global pandemic,” said Steve Caldeira, President & CEO of HCPA. “I look forward to Allie’s continued growth, leadership, and fresh perspective in her new role.”

HCPA also has hired Matthew Sabas as Senior Director of Communications & Public Affairs, a new position, to bolster its communications and media relations efforts. “Matt has a proven history of creating successful advocacy campaigns and distilling complex scientific issues into understandable terms,” Caldeira said. Sabas previously served as a project manager for Subject Matter and worked for the White House Writers Group for five years as a Communications Associate and Research Director. Matthew holds a Bachelor of Arts in Government from the College of William and Mary.

Earlier in her career, Alexandra was Vice President of Communications & Program Development at the Alliance for Consumer Education (ACE) and was Senior Account Executive for Crosby-Volmer International Communications. She holds a Bachelor of Arts in Communication from Villanova University.

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About HCPA

The Household & Commercial Products Association (HCPA) is the premier trade association representing companies that manufacture and sell \$180 billion annually of trusted and familiar products used for cleaning, protecting, maintaining, and disinfecting homes and commercial environments. HCPA member companies employ 200,000 people in the U.S. whose work helps consumers and workers to create cleaner, healthier, and more productive lives.