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LEDVANCE NAMES JONATHAN LUBECK CEO OF US REGION



WILMINGTON, Mass., May 19, 2023 (GLOBE NEWSWIRE) -- ledvance.com/en-us the maker of LEDVANCE® and SYLVANIA® General Lighting in the US and Canada, is launching the Light Warrior Campaign at the biennial LightFair Conference, to offer the lighting community the chance to learn from industry professionals and connect with leading practitioners. The LightFair Conference is a commercial lighting trade show that provides attendees with an opportunity to get their hands on the latest technology and products. This year, LightFair will be staged at the Javits Center in New York.

LEDVANCE is taking LightFair to the next level this year with the Light Warrior campaign. When you buy a LEDVANCE or SYLVANIA product through your local distributor, a portion of the proceeds helps bring light, hope & support to veteran warriors.

This makes you a LIGHT WARRIOR with LEDVANCE! The Light Warrior incentive is another way to give back to our community. All donations will be supporting Dawson's Peak, Gary Sinise Foundation and Hope For The Warriors. We're lucky to be able to work with these foundations, as they play a critical role in ensuring that military veterans receive the care and support they need," said Pedro Segal, Head of Marketing US.

The LightFair Conference features certified courses over a span of five days, with two days of Pre-Conference courses prior to the trade show, and three days of conference courses that occur during the trade show. Those who register for the course conferences will be granted free entrance to the LightFair Exhibit Hall.

For the latest on LEDVANCE and SYLVANIA lighting innovations for commercial and residential applications, visit ledvance.com/en-us or follow the company on social media on [LinkedIn](#), [YouTube](#), [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#) and [Pinterest](#).

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