



Advertising
Specialty
Institute®

Qué hay de nuevo > Industry Updates > The CARES Act & the Promo Industry

The CARES Act & the Promo Industry

2020-04-30 - Jennifer M - Industry Updates

First and foremost, what is the CARES Act?

The Coronavirus Aid, Relief and Economic Security (CARES) Act was signed into law on March 27, allocating more than \$2 trillion in emergency aid to expand unemployment benefits, set up forgivable loan programs for small businesses, send out one-time stimulus payments to individuals and more. Several of the programs are beneficial to independent contractors and small businesses in the promotional products industry.

[Learn more about the CARES Act](#)