

FOR IMMEDIATE RELEASE

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Elation Professional mourns loss of friend and colleague Joe Adams

It is with deep sadness and the heaviest of hearts that Elation Professional and the ADJ Group of Companies announces the sudden passing of our friend and colleague Joe Adams on Saturday, November 14, 2020.

One of Joe's most deeply held beliefs was that he was better because of the people he served. Joe's family shares: "It doesn't matter if you are the owner, stagehand, or the repair technician in the back, each of you had a lasting impact on Joe. You were never his dealers, his clients, or his work. You were friends and family; never a chore, obligation, or dollar sign."

An esteemed and beloved colleague, Adams, 53, worked as a regional sales rep for Elation Professional from 2017. He began in the lighting industry in 1998 with his own company as an American DJ dealer and came to the Elation family from manufacturers rep firm PSLP. Most recently, he operated his own firm Epic Pro Sales. In total, he proudly represented the ADJ Group of Companies' products for over 20 years.

"On behalf of Elation Professional and everyone at the ADJ Group of Companies, we express our sincerest condolences to the Adams family as we keep his wife Kim and their three children in our thoughts and prayers," said Eric Loader, Elation Director of Sales & Marketing. "Like so many others, we are heartbroken. Joe was a positive, genuinely kind-hearted person and a much-loved member of the Elation and ADJ family. Joe had a passion for life and work that was infectious and inspiring and he always found something to smile about. He was a true beacon of light in life and in our industry and he will be sorely missed. We are thankful for the time we had with Joe and the memories we made together with him."



For more information about planned public services and to offer condolences, a Gofundme account has been set up in Joe's name to support his family through this difficult time. Please visit:

<https://www.gofundme.com/f/joe-adams-memorial>

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