



# NEWS

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## **AWARD-WINNING J. SIMMS AGENCY LANDS BOSA AND JANEZ ACCOUNTS**

Canadian-based Bosa Development Corporation and San Diego-based Janez Development's Oceanside Terraces have recently joined the growing list of clients served by j. simms agency, a full-service public relations, advertising and branding firm.

The 12-year-old, San Diego-based j. simms agency is implementing a local publicity campaign for Bosa's high-end San Diego residential towers -- Electra, Bayside at The Embaradero and The Legend at The Ballpark. With more than 22,000 homes built throughout North America, Bosa has proven to be an industry leader in finding new opportunities for residential and commercial development. In fact, its Legend project is the only residential tower to be built within the gates of Petco Park and Electra and Bayside, both in downtown's Embarcadero area just two blocks from the San Diego harbor, present the closest residential opportunity to the waterfront.

(more)

J. SIMMS AGENCY NEW CLIENTS 2-2-2

Janez Group is currently building Oceanside Terraces, a \$34 million redevelopment project along the waterfront in Oceanside, and j. simms agency will handle advertising and public relations for this new landmark development. Oceanside Terraces is the first mixed-use project with an office component in this seaside community.

In addition to the above organizations, current clients of j. simms agency include Barratt American, Children's Museum/Museo de los Ninos San Diego, The Corky McMillin Companies, Pacific Scene, Reynolds Communities, South Bay Family YMCA, Starwood Capital Group, Intracorp, The Strand at Headlands, South County Economic Development Council, among others.

Founded in 1995 by public relations veteran Julia Simms in the Scripps Ranch area of San Diego, j. simms agency specializes in branding and publicity campaigns for home builders and non-profit organizations. Strategic planning, issues management, media training and community-outreach programs are some of the services available to clients of the firm. For more information on the firm or any of the above organizations visit [jsimmsagency.com](http://jsimmsagency.com).

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