



# NEWS

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## **AWARD-WINNING J. SIMMS AGENCY EXTENDS ITS SERVICES TO THE CITY OF IMPERIAL BEACH**

The city of Imperial Beach has 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 Imperial Beach to promote the city, its events and eco-tourism opportunities. Incorporated in 1956, Imperial Beach is known as the most southwesterly city in the United States. Flanked by the Pacific Ocean, San Diego Bay and Tijuana River Estuary, it is the site of the renowned Sandcastle Days contest every summer.

In addition to Imperial Beach, current clients of j. simms agency include a host of home builders like Barratt American, Bosa Development, Cornerstone Communities, Intracorp, Janez Group, The Corky McMillin Companies, Pacific Scene and Reynolds Communities, as well as land developers Starwood Capital Group and Headlands Reserve.

Non-profit clients are the South County Economic Development Council and South Bay Family YMCA.

Founded in 1995 by public relations veteran Julia Simms in the Scripps Ranch area of San Diego, j. simms agency has won more awards for "best public relations campaign" from the local building industry than any other agency in San Diego. More information can be reached by visiting [jsimmsagency.com](http://jsimmsagency.com).

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