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JSPR WINS SOUTH BAY YMCA ACCOUNT

Julia Simms Public Relations has been chosen to implement a comprehensive marketing and communications campaign for the South Bay Family YMCA located in Chula Vista, Calif.

The campaign will use direct mail and electronic communications directed toward program participants, members, donors, other supporters and the communities served by the YMCA.

JSPR will also undertake a regional media relations campaign to tell the story about the South Bay Family YMCA's service to the community and to increase awareness of the YMCA programs and services.

While increased membership is the Y's long-term goal, quality of service and variety of programming have always been and will always remain the focus of the organization.

"We are looking forward to working with Julia Simms and her team and are confident her expertise and knowledge of the South County will prove to be an advantage throughout our growth," said Tina Williams, executive director of the South Bay Family

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YMCA. "We want to let the residents of the South County know that they have a quality establishment in their backyard that offers a wide range of programs for people of every age, ability and background. No one is turned away who cannot afford membership or specific programs."

JSPR will also undertake the duty of assisting the South Bay Family YMCA in their annual Strong Kids Campaign. This year the Y has set a goal to raise \$270,000 to support families and children without the financial means to participate in Y programs and activities.

The South Bay Family YMCA is a branch of the YMCA of San Diego County and part of the Y family throughout the nation. They provide a variety of activities including health and fitness, aquatics, child care and day camps, a teen center, a gymnastics and sports complex and senior activities. For more information visit southbay.ymca.org or call (619) 421-8805.

Headed by 20-year public relations and marketing communications veteran Julia Simms, JSPR is located in San Diego and is currently celebrating its 10th anniversary. The firm specializes in media relations and publicity campaigns for the home-building and real estate industries and also has clients in the high-tech, fashion and performing arts arenas as well.

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Additionally, the firm provides marketing communications consultation and produces newsletters, direct-mail campaigns and special events.

For more information on JSPPR, visit jsprinc.com or call (858) 689-9909.

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