



NEWS

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J.SIMMS AGENCY BRINGS HOME THREE MARCOM AWARDS

j. simms agency, a San Diego-based firm specializing in public relations and advertising for real estate developers and non-profit organizations, won three awards for its creative public relations work from the 2007 MarCom Awards, a worldwide creative competition recognizing outstanding achievement by marketing and communication professionals. Over the years, j. simms has won a total of eight MarCom Awards in several categories.

The MarCom Awards is administered and judged by the Association of Marketing and Communication Professionals, an international organization consisting of several thousand creative professionals. Each year approximately 5,000 entries are received and judged on creativity, complexity and overall excellence.

j. simms's national magazine publicity campaign for The Strand at Headlands, a multimillion-dollar oceanfront custom-home community in Orange County, garnered a Platinum Award, the highest recognition

awarded. For The Strand, j. simms successfully placed feature stories in 10 high-end publications including The Robb Report, Ocean Home, Dream Homes Magazine, Yachts, Beach Cities Style, Space Magazine, Unique Homes, California Homes, Gentry and Orange Coast.

Two Gold Awards were awarded to j. simms for television coverage of the grand opening of Wolf Canyon Park in Chula Vista as well as the public relations campaign j. simms implemented for Barratt American's City Square neighborhood in Escondido.

The Veteran's Day 2006 grand opening of Wolf Canyon Park, located within the McMillin Lomas Verdes community by The Corky McMillin Companies, was aired on six stations totaling approximately 19 minutes of coverage.

Since kicking off City Square's publicity campaign in April 2006, a total of 94 press articles have been published in 19 newspapers and Web sites. This consistent press coverage has contributed to the sale of 18 homes in the month following the neighborhood's grand opening.

Founded in 1995 by public relations veteran Julia Simms in the Scripps Ranch area of San Diego, j. simms agency is a full-service public relations, advertising and branding firm. Current clients include 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, and the city of Imperial Beach. Non-profit clients are the South County Economic

Development Council and South Bay Family YMCA. More information can be reached by visiting jsimmsagency.com.

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