



NEWS

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JULIA SIMMS OF J. SIMMS AGENCY IS ELECTED TO SCEDC BOARD

The South County Economic Development Council has recently elected Julia Simms of the award-winning j. simms agency, a full-service public relations, advertising and branding firm, to serve on its board for a term of two years.

Formed in 1989 by a group of San Diego business and community leaders, the South County EDC encourages private investment, promotes diversified residential and overall business development, publicizes the cultural, educational, social and geographic opportunities in the area, and serves as an advocate for the area's public and private interests.

Involved for many years with the South County EDC as a committee member, Simms has been overseeing the creation and production of the non-profit organization's bimonthly newsletter, "Briefings."

The South County EDC joined the growing list of clients served by j. simms agency at the beginning of this year.

The 12-year-old, San Diego-based j. simms agency has been closely working with clients in the South County for over a decade. In addition to the South County EDC, current South County clients include the city of Imperial Beach and the South Bay Family YMCA, along with home builders such as Cornerstone Communities, The Corky McMillin Companies and Pacific Scene, whom all either have neighborhoods or master-planned communities in the booming county.

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.

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