



# NEWS

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## **J. SIMMS AGENCY RECEIVES 17th SAM AWARD**

The Sales and Marketing Council of the Building Industry Association honored j. simms agency with a prestigious SAM Award for Best Public Relations Campaign at this year's SAM Awards gala, held annually at the San Diego Marriott Resort and Marina.

The firm was recognized for its efforts in publicizing Barratt American's attached-home neighborhood of City Square in Escondido. This award marks the 17<sup>th</sup> SAM Award for Best Public Relations Campaign won by Julia Simms, founder and president of j. simms agency which, according to her calculations, is more than any other public relations firm in San Diego.

Simms won her first SAM Award in 1987 for her public relations campaign for The Corky McMillin Companies' master-planned community of Bonita Long Canyon. Since then

she has won a total of 14 awards for the McMillin organization. Simms' public relations work for The Crosby, a master-planned community in the hills of Rancho Santa Fe, and Metrome, a mid-rise tower by Barratt American in downtown San Diego, has also been bestowed with SAM Awards.

j. simms agency is a 12-year-old, San Diego-based, public relations, advertising and branding firm representing real estate developers, home builders and non-profit organizations.

Simms, a 25-year veteran of the public relations industry, holds the prestigious APR designation from the Public Relations Society of America and is a member of the organization's exclusive Counselors Academy. She is a past president of the Sales and Marketing Council of the local Building Industry Association and was named a life director of the council.

Current clients of the 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. Other clients include the South County Economic Development Council, South Bay Family YMCA and the

city of Imperial Beach. More information can be reached by  
visiting [jsimmsagency.com](http://jsimmsagency.com).

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