



NEWS

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AWARD-WINNING J. SIMMS AGENCY CLIENT LIST GROWS BY FOUR

Intracorp's Park Terrace, The Strand at Headlands, Advanced MRF and South County Economic Development Council have joined the growing list of clients served by j. simms agency, formerly JSPR or Julia Simms Public Relations. Having recently acquired Cassle Communications, the expanded firm -- under the direction of company president Julia Simms -- will provide these clients its expertise in advertising and branding in addition to its long-held public relations services.

Park Terrace, a downtown condominium project by the Canadian-based Intracorp, recently celebrated its grand opening and j. simms agency is spearheading the local publicity campaign for the new residential development. From the heart of the burgeoning East Village, Park Terrace will provide 223 units shared between two buildings, just steps from Petco Park.

The Strand at Headlands, a new ocean-front, custom-home community in Dana Point, has launched a national public relations campaign headed by j. simms agency. With homesite

prices averaging \$6 million, an astounding 25 of The Strand's 118 lots were sold within three days of being released in mid-November.

The 12-year-old, San Diego-based j. simms agency is implementing business-to-business publicity and promotions for Advanced MRF, a firm providing technology system adaptations to the recycling industry to optimize productivity and reduce energy consumption. By bringing Siemens technology to the operators of recycling facilities, Advanced MRF is revolutionizing the industry by making recycling systems easier to use while keeping more recyclable items out of landfills.

Involved for many years with the South County EDC as a committee member, Julia Simms will now be overseeing the creation and production of the non-profit organization's bimonthly newsletter, "Briefings." Formed in 1989 by a group of San Diego business and community leaders, 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.

In addition to the above organizations, current clients of j.simms agency include Barratt American, Children's Museum/Museo de los Ninos San Diego, The Corky McMillin Companies, Pacific Scene, Reynolds Communities, Scripps Performing Arts Company,

Shoreline Communities, South Bay Family YMCA, Starwood Capital Group and Transpacific Management Service among others.

Founded in 1995 by 22-year public relations veteran Julia Simms in the Scripps Ranch area of San Diego, j. simms agency specializes in branding, advertising, marketing communications and publicity campaigns for a wide range of clientele.

Strategic planning, issues management, media training, employee communications, community-outreach programs, special event management and crisis planning are some of the services available to clients of the firm.

For more information on the firm or any of the above organizations visit jsimmsagency.com.