



MEDIA RELEASE

FOR IMMEDIATE RELEASE

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ASI Graphic Art Studio Marketing Coordinator Announces Departure

Claire De Leon, Marketing Coordinator of the Associated Students, Inc. (ASI) Graphic Art Studio, a service of ASI, has announced her departure after eight years of commendable service. De Leon, currently a freelance designer, plans on expanding her business of creative invitation design.

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De Leon began her tenure at ASI as a student graphic designer in 1997, and was appointed Marketing Coordinator in June of 2000, after receiving a Bachelor of Arts in Graphic Design. During her time as Marketing Coordinator, she helped establish the ASI Graphic Art Studio, facilitating its growth from a staff of seven to what it is today, a credible and respected marketing department.

Since heading the department, De Leon has doubled the studio's clientele base, on and off campus, and tripled its workload. In addition, with her support, the staff continues to excel and receive awards year after year. She will be missed by ASI and the campus as a whole.

Established in 1963, Associated Students, Inc. (ASI) of Cal Poly Pomona is a recognized auxiliary organization of California State Polytechnic University, Pomona that is led, funded and mainly staffed by students. Guided by the core commitments to the promotion of student development and provision of excellent facilities, programs and services, ASI provides for student representation at the campus and California State University system-wide level and offers leadership development through student government, student-led programming, student employment and student involvement in a wide array of Bronco Student Center programs and services, including the Bronco Fitness Center, as well as the Children's Center. ASI fully supports the enrichment of student life by providing annual funding support for student clubs and organizations, diversity programs, athletic scholarships and academic support programs.

For more information, contact ASI Public Relations at (909) 869-2158 or e-mail asipr@asi.csupomona.edu.

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