



MEDIA RELEASE

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ASI's GAS CREATIVE GROUP WINS 10 AWARDS AT ACUI REGION 15

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POMONA, Calif. — November 18, 2011 — The Associated Students, Inc. (ASI) marketing department at Cal Poly Pomona, Gas Creative Group, won 10 awards in the “I Love This Idea” marketing and promotional ideas contest in November at the Association of College Unions International Region 15 Conference, hosted at the University of Southern California (USC).

“I Love This Idea” is the lovechild of “Steal This Idea,” an ACUI annual tradition that seeks out the year’s best marketing and promotional ideas from college student unions throughout Region 15, which includes campuses from California, Nevada, Hawaii, Australia and Guam. Cal Poly Pomona graphic designers and web and video developers rose to the occasion and submitted entries that took top spots in the competition.

The winning Cal Poly Pomona entries are as follows:

Website

www.madeinthecsu.com, Akersh Srivastava and Sachiko Uchikoshi, 1st Place
asi.csupomona.edu, Eric Au, Lindsey Bistline, Brian Caldwell and Akersh Srivastava, 2nd Place

Video Promotion

Made in the CSU: Ismael Souley, Brian Marsh, 1st Place
Made in the CSU: Lisa McPheron, Brian Marsh, 3rd Place

(All Multimedia entries under the direction of Kenny Flores, Professional Staff Member)

Multipage Publication

ASI Annual Report, Trinkel De La Paz, 1st Place

Brand Identity

Your ASI Campaign, Jenny Amagrande, 2nd Place

Logo

Education Interest Council logo, Jorge Andrade, 2nd Place

cc: Johnathan Jianu
Cora Culla

4 Color Poster

Vagina Monologues, Trinkel De La Paz, 2nd Place

Open Category

Bronco Student Center Entrance Decal, Jenny Amagrande, 2nd Place

Post Cards

Now, Then and Always, Jessica Baluyot, 3rd Place

(All Graphic Design entries under the direction of Andrea Tinchinda, Professional Staff Member)

“I am privileged to work among such young and talented innovators,” said Cathy Neale, Gas Creative Group’s Marketing Coordinator. “The creative concepts produced by my staff are works of art; they inspire me every day to be creative and to be the best at creating marketing solutions for Cal Poly Pomona and the campus community. I am so proud of their achievements.”

For more information about “I Love This Idea,” visit:

<http://region15.acui.org/Region/15/conference11/stealthsidea.htm>

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