



## MEDIA RELEASE

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

FOR IMMEDIATE RELEASE  
November 20, 2012

POMONA, Calif. — November 20, 2012 — The Associated Students, Inc. (ASI) marketing department at Cal Poly Pomona, Gas Creative Group, won nine awards in the “Steal This Idea” marketing and promotional ideas contest in November at the Association of College Unions International Region 15 Conference, hosted at Sacramento State University.

**Media Contact:**

Cathy Neale  
Gas Creative Group  
(909) 869-3473 voice  
(909) 869-3077 fax  
caneale@csupomona.edu

“Steal This Idea” is 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.

“We are extremely honored to be recognized alongside the best in the region. Our talented designers are committed to their craft and proud to represent Cal Poly Pomona,” said Andrea Tinchinda, Gas Creative Group’s design marketing assistant.

“I continue to be really proud of the creativity and incredible talent of our ASI Gas Creative Group Team! Well-deserved awards!” said Cora Culla, ASI’s executive director.

Since 2005, Gas Creative Group’s graphic designers and multimedia developers have been recognized at this notable competition. The winning nine Cal Poly Pomona entries are as follows:

**Logo/Brand Identity**

*Vegetarian Logo*, Eric Au, 1st Place

**Cards, Invitations, Postcards**

*Feel the Love*, Jessica Baluyot, 3rd Place

**Print Ads**

*ASI Student Government*, Eric Au, 2nd Place

**1-2 Color Posters**

*Mr. & Mrs. CPP*, Eric Au, 2nd Place

*Movie Night: Corpse Bride*, Trinkel De La Paz, 1st Place

**Open**

*The Designer Checklist*, Jorge Andrade, 1st Place

cc: Chris Osuala  
Cora Culla

**Apparel & Clothing**

*ASI Makes My Heart Beat*, Jorge Andrade, 3rd Place

*Campus Recreation Intramurals Championship*, Christopher Arellano, 2nd Place

**Video Production**

*Humans vs. Zombies*, Michael Hari, Brian Marsh, Christian Soriano, 2nd Place

For more information about "Steal This Idea," visit:

<http://region15.acui.org/Region/15/programs/stealthisidea.htm>

###

# CONGRATULATIONS

## TO ASI'S GAS CREATIVE GROUP

1st



**ERIC AU**

*Vegetarian Logo*

Category: Logo/Brand Identity

3rd



**JESSICA BALUYOT**

*Feel the Love Postcards*

Category: Cards, Invitations, Postcards

2nd



**ERIC AU**

*ASI Student Government Poly Post Ad*

Category: Print Ads

2nd



**ERIC AU**

*Mr. & Mrs. CPP*

Category: 1-2 Color Posters

1st



**TRINKEL DE LA PAZ**

*Movie Night: Corpse Bride Poster*

Category: 1-2 Color Posters

1st



**JORGE ANDRADE**

*The Designer Checklist*

Category: Open

3rd



**JORGE ANDRADE**

*ASI Makes My Heart Beat T-shirt*

Category: Apparel & Clothing

2nd



**CHRISTOPHER ARELLANO**

*Campus Recreation Intramurals*

*Championship T-shirt*

Category: Apparel & Clothing

2nd



**MICHAEL HARI  
BRIAN MARSH  
CHRISTIAN SORIANO**

*Humans Vs. Zombies*

Category: Video Promotion

**WINNERS OF NINE AWARDS**  
IN THE "STEAL THIS IDEA" ACUI REGION 15 COMPETITION 2011-2012