



## MEDIA RELEASE

### ASI's GAS CREATIVE GROUP WINS FIRST PLACE IN THE 2014 "STEAL THIS IDEA" COMPETITION AT ACUI

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POMONA, Calif. — April 4, 2014 — The Associated Students, Inc. (ASI) marketing department at Cal Poly Pomona, Gas Creative Group (Gas), won four awards in the "Steal This Idea" marketing and promotional ideas contest at the Association of College Unions International (ACUI) International Conference, hosted in Orlando, Florida.

Gas won first place in the video and animation category. To view the winning entry "BroncoFusion 2012 ASItv," visit <http://bit.ly/1mTFtLy>. Gas also won first place in the Print Advertisement category with a vintage design that introduced ASI's 2013-14 Student Government administration in a two-page spread in The Poly Post <http://bit.ly/1q3kOUI>.

In the Promotional and Digital Campaign categories, Gas received second place for "Global Madness" and "Your ASI" respectively. "It is truly an honor for our students, from all different experience levels, to receive recognition for work that they are passionate about and have fun with. They are definitely making ASI and Cal Poly Pomona proud and will continue to carry that passion throughout their careers," said Jon Wong, Gas Creative Group's creative design coordinator.

"Steal This Idea" is an ACUI annual tradition that seeks out the year's best marketing and promotional ideas from college student unions. The competition is open internationally and anyone at an ACUI member institution can enter. There were 316 entries from 41 universities. ACUI has more than 526 member institutions, 31 of which are located outside the United States. Since 2005, Gas Creative Group's graphic designers and multimedia developers have been recognized at this notable competition.

cc: Christine Hall  
Cora Culla

“Cal Poly Pomona is so fortunate to have such a successful marketing department. We are so appreciative and proud that they share their talents with us and are pleased they have been recognized by the outside community as well,” said ASI President, Christine Hall.

The four winning Cal Poly Pomona entries are as follows:

**Video and Animation**

*BroncoFusion 2012 Recap ASITV*, CJ Soriano and Michael Hari, First Place

**Print Advertisements**

*ASI Student Government Double Truck Ad*, Andrea Garcia and Erin O'Brien, First Place

**Promotional Campaigns**

*Global Madness*, Alexander Mattingly and Christopher Arellano, Second Place

**Digital Campaigns**

*Your ASI Digital Campaign*, Erin O'Brien, Czarina Obieta, Krista Martino, Christopher Arellano and Alexander Mattingly, Second Place

All winning entries of “Steal This Idea” can be found at: <http://bit.ly/P1RnnH>

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