



MEDIA RELEASE

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By: Bonnie Paresa

Contact:

Cathy Neale
Marketing and Public
Relations Manager
ASI Marketing, Design and
Public Relations
(909) 869-3473 voice
(909) 869-3077 fax
caneale@cpp.edu

ASI MARKETING WINS FIRST PLACE IN GRAPHIC DESIGN COMPETITION

POMONA, California — July 7, 2015 — Associated Students Incorporated (ASI) Marketing, Design and Public Relations (MDPR) department was awarded for their graphic design projects at two design competitions for the 2014-2015 academic year: the National Association for Campus Activities (NACA) West 2014 Regional Conference and the ACUI Region 1 Conference “Steal This Idea” Design Competition.

Sean Winter, fourth year graphic design student at Cal Poly Pomona (CPP), and lead graphic designer of MDP, won first place in the graphic design competition in the category of Best Flyer/Poster for his illustrative marketing piece for the ASI event “Fall Comedy Kickoff,” which was held in October 2013. The design was hand drawn, then scanned and digitally drawn on a computer. It features an open mouth expressing a “hearty laugh” as described by Winter. To view the winning entry, click [here](#). This is the first award that ASI’s marketing department has received from NACA, and the first design award Winter has won. “I’m really proud... and I had a lot of encouragement from my team,” said Winter.

Alongside Winter, representing ASI in design competition for 2014, was Tim Neumann, Jon Wong and Chris Arellano at the ACUI Region 1 Conference “Steal This Idea” Design Competition. Neumann took first place in the Banners/Large Scale Media category for his piece titled [“Humans vs. Zombies.”](#) while Wong placed third in the same category for the [“EAT. MEET. STUDY. PLAY.”](#) campaign. Arellano placed third in the Multipage Document category for the [2012-2013 ASI Annual Report](#).

NACA is a higher education organization providing members with the knowledge, ideas and resources to promote student learning through engagement in campus life. Each year, they hold conferences awarding students from various regions for their efforts in design, social media and other creative entities.

cc: Julian Herrera
Cora Culla

“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.

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ASI is a non-profit corporation that provides facilities, programs and services to students as well as student representation at the campus level and the California State University system-wide level. ASI is comprised of student leaders, student staff and professional staff. A majority of ASI programs and services are run by students and guided by full-time staff, fulfilling the motto of “students serving students.” For more information about ASI, visit asi.cpp.edu.