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Press Release

Agency|51 Advertising West Coast Operations Expands Again

Agency known for its creative ideas adds two more creative members.

Santa Ana, CA, July 3, 2012: Agency|51 Advertising continues its year-long growth initiative, which was launched last September. The bi-coastal agency is proud to announce the addition of two key positions to the west coast creative team. Kristine Payongayong, Graphic Designer, joined the agency last month as did Daphne Ho, Copywriter. According to Tony Serna, Vice President, Creative at Agency|51 Advertising, the agency underwent an intensive search to identify the most gifted and progressive talent.

Daphne Ho, AgentDaphne.com, recently completed her Bachelor of Arts in English with an emphasis in Creative Writing from University of Southern California, as well as earning a minor in Communication Design, and Honors in Multimedia Scholarship. Ho completed an internship earlier this year with Agency|51. "Interning at Agency|51 was one of my most rewarding educational experiences, and I'm thrilled to have the opportunity to work more in-depth with the team now." said Ho. She continues, "Every day, I look forward to crafting words into meaningful messages, further developing the future of the clients I work with."

Kristine Payongayong, AgentKristine.com, is a recent graduate of *The Fashion Institute of Design and Merchandising* and brings experience in creative executions and digital imagery for companies such as SportCard LLC, Ritmo Mundo, and VIP Consignments. Payongayong continues her education at the *Academy of Art* with a focus on Web Design and New Media. She is certainly an asset to the Agency|51 team. Payongayong says, "I'm excited to be part of the Agency|51 team, I know that my experience and fresh ideas will help to continue all the great work Agency|51 already does."

Agency|51 Advertising recently expanded to their current location in the art district of downtown Santa Ana, California. The new location doubles the agency's space and taps into the surrounding art district giving it a completely unique ambience that fits the Agency|51 culture. According to Serna, an open house celebration is in the planning stages for later this year to celebrate the first year of the agency's expansion/growth plan.

Agency|51 Advertising recently won new accounts including **Bonfun Wines**, LLC, Casino Sprits, Princeton, NJ, **The City of Burbank**, and Dr. Charles Manger's **Saddleback Eye Center**, Laguna Hills.

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With offices in Orange County, California and Philadelphia, Pennsylvania, Agency|51's has deep agency experience in the communications, financial and hospitality industries with leading brands such as Comcast, Cox Communications, and Time Warner Cable; CU Direct Corporation and Partners Federal Credit Union; and Disney, Anaheim/Orange County Visitor & Convention Bureau, Hilton, Dana Point Tourism Business Improvement District, "The OC" (Orange County Tourism Council), and MUZEO. For more information, visit www.adAgency51.com or call 877.526.0411 x8811.



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FOR IMMEDIATE RELEASE

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Working Together to Help One Million More Americans Know Their Risk for Type 2 Diabetes on American Diabetes Association Alert Day®

Tuesday, March 24, is American Diabetes Association Alert Day, and the YMCA of the East Valley wants residents of the community they serve to know their risk for prediabetes and type 2 diabetes, as well as preventive steps they can take today to reduce the chances of developing the disease.

The Y knows that the best way to reduce new cases of type 2 diabetes is to prevent them and awareness is the first step to prevention. With only 10 percent of the 86 million Americans aware of their condition, YMCA of the East Valley understands that it will take everyone working together to increase this number. YMCA of the East Valley is joining Ys across the country, and other national organizations committed to addressing the diabetes epidemic, in an effort to help one million more Americans learn their risk for type 2 diabetes.

In the United States alone, diabetes affects nearly 29 million people and another 86 million Americans have prediabetes, yet only about 9 million are aware of it. These statistics are alarming, and the impact on the cost of health care and overall well-being of our communities makes preventing the number of new cases of type 2 diabetes more important than ever before.

The nation's struggle with obesity and type 2 diabetes is no surprise, but the number of people with prediabetes is a growing issue, especially when only 10 percent realize they have the condition. Prediabetes is an often preventable condition in which individuals have blood glucose levels that are higher than normal, but not high enough to be classified as diabetes. People with prediabetes can reduce their risk for developing type 2 diabetes by adopting behavior changes that include eating healthier, increasing physical activity, and losing a modest amount of weight. People with prediabetes are at risk for not only developing type 2 diabetes, but also heart disease, stroke and other conditions.

As a leading voice on improving the nation's health and well-being, the Y and the YMCA of the East Valley encourage all adults to learn their risk for type 2 diabetes by taking a risk test at www.ymca.net/diabetes. Several factors that could put a person at risk for type 2 diabetes include family history, age, weight, and activity level, among others.

"Chances are each of us has a friend or family member with diabetes, but it's even more likely that we know someone with prediabetes who doesn't even know he or she is at risk," said Perry Mecate, Vice President of Operations, YMCA of the East Valley. "Diabetes Alert Day is the perfect time to not only determine our own risk, but also encourage our family and friends to determine their chance of developing the disease. Studies show that people with prediabetes can prevent or delay the onset of type 2 diabetes by making simple lifestyle changes that include eating healthier and increasing physical activity."

The YMCA of the East Valley is helping people make healthier choices that can help reduce the risk of developing prediabetes or type 2 diabetes by making fitness options to fit anyone's skill level and having healthy eating habit classes available. Some basic lifestyle changes that contribute to weight loss and an increased focus on healthy living can decrease the risk for type 2 diabetes. Among these are:

- Eat fruits and vegetables every day.
- Choose fish, lean meats and poultry without skin.
- Aim for whole grains with every meal.
- Be moderately active at least 30 minutes per day five days a week.
- Choose water to drink instead of beverages with added sugar.
- Speak to your doctor about your diabetes risk factors, especially if you have a family history of the disease or are overweight.

To learn more about the YMCA of the East Valley's healthy living programs please visit www.ymcaeastvalley.org

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The YMCA OF THE EAST VALLEY is the 8th largest YMCA association in California. Established in 1887 the association is appraised of the Highland Family YMCA, Redlands Family YMCA, San Bernardino Family YMCA, Camp Edwards located in Angeles Oaks just outside of big bear, and Licensed childcare at 14 locations. On average The YMCA of the East Valley maintains over 17,500 members and engages another 8,000 students in afterschool programs. The YMCA of the East Valley is a nonprofit human resource agency strengthening the community through youth development, healthy living and social responsibility. www.ymcaeastvalley.org

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StopORC Foundation Announces Free Webinars and Podcast to Help Combat Organized Retail Crime.

Webinars and Podcast are two new tools StopORC Foundation offers retailers in their fight against organized retail crime (ORC). On a bi-monthly schedule the organization will present authorities such as: loss prevention professionals, law enforcement officials, legislators, prosecutors, judges, and more. These experts will speak on a myriad of different topics including: trends, theft methods, prevention techniques, investigations, legislation, and how to work with law enforcement.

Kicking off the series will be Michigan Representative Joseph Graves, February 25. In late 2012, Rep. Graves sponsored two Michigan House Bills, 5843 and 5902. These House Bills make organized retail crime a felony and punishable by up to five years imprisonment, a maximum fine of \$5,000, or both.

Rep. Graves is expected to touch on points of interest following the H.B. 5843 and 5902. How he gathered support for the bills, the process of getting bills passed, and the challenges and oppositions he faced. Then he will give suggestions on how to approach and work with legislators to get policy passed in other districts. "I look forward to sharing all of my insight with other like-minded individuals" said Rep. Graves, he continued with "by furthering the protection of the retail industry we take a step forward in protecting ourselves".

Adel Sayegh Founder of StopORC Foundation said "We are so lucky to have such a powerful force not only as our first guest on our webinars, but on our side fighting against ORC". By adding these two new features to their website, StopORC.org, the foundation further develops their mission to create a one-stop resource for combatting the growing threat of ORC.

About Us:

Established in 2011 StopORC Foundation provides a centralized, cohesive effort to exchange information on organized retail crime. The StopORC website serves as a key location to exchange news and information about ORC by sharing information, education and advocacy, while strengthening the cause of loss prevention on a global level.

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