

# PAOLUCCI

## COMMUNICATION ARTS

### **Paolucci Communication Arts Launches Integrated Communications Campaigns for City of Riverside, Calif., Catholic Healthcare West's St. Mary Medical Center**

*Both campaigns employ PCA's integrated marketing disciplines – advertising, public relations, social media and web development – to elevate and advance clients' identities and revenue*

**PALOS VERDES ESTATES, Calif. (August 12, 2010)** – Paolucci Communication Arts (PCA), the communication-arts firm with advertising, public relations and interactive specialties, last month launched comprehensive, integrated marketing campaigns for the City of Riverside (California) and St. Mary Medical Center Long Beach, a member of Catholic Healthcare West (CHW). Both campaigns utilize PCA's integrated services and include regional print and online advertising programs, as well as innovative social media and public relations strategies.

“The launch of these two campaigns are huge milestones, not only our clients, but for us, because they expand our commitment to the art of placemaking across a variety of industries,” said PCA President Mark Paolucci. “Both clients hired us to powerfully and cost-effectively re-think and elevate their identities within their local communities. Most importantly, they allowed us to create unique, integrated solutions, incorporating traditional print and online advertising, direct marketing, public relations and aggressive social media outreach.”

The City of Riverside's destination marketing campaign features a comprehensive print and online advertising program, including a newspaper “topper” insert that will arrive to more than 150,000 local residents and potential regional tourists. PCA is also redesigning the City's [ExploreRiverside.com](http://ExploreRiverside.com) online tourism hub and promoting new local attractions through public relations. The campaign – which launched on July 17 – aims to raise the City's regional profile and encourage economic growth through tourism.

For CHW's St. Mary Medical Center, PCA developed a broad new marketing and community-outreach campaign intended to re-energize hospital staff, donors and the community, and educate them about St. Mary's contributions to the world of health care. The campaign – “A Higher Level of Care” – explains how the 85-year-old hospital and its key service centers have served generations of patients through both compassion and technological excellence. The integrated marketing program features onsite signage, print and online advertisements and [social media marketing](#). The campaign launched on July 29.

**About Paolucci Communication Arts (PCA)**

Entering its third decade of business, Paolucci Communication Arts is a communication-arts firm specializing in branding, growing and guiding companies through complete advertising, public relations and interactive services. PCA is an active member of the Luxury Marketing Council, local chambers of commerce, Urban Land Institute, Sales and Marketing Council, Building Industry Association, and Public Relations Society of America.

###

**Media Contact:** Bryan DeSena

Paolucci Communication Arts | Public Relations

(310) 791-2759 ext. 320

[bdesena@PaolucciCommArts.com](mailto:bdesena@PaolucciCommArts.com)