



PRESS RELEASE

FOR IMMEDIATE RELEASE

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ELIZABETH DIAZ PROMOTED TO VICE PRESIDENT OF ARMANASCO PUBLIC RELATIONS, INC

MONTEREY, Calif. – February 5, 2008 – Elizabeth Diaz has been promoted to Vice President of Armanasco Public Relations, Inc. (APR) by agency President, David Armanasco. Diaz joined the firm in 1997, was promoted to general manager in 2002 and vice president in 2008. As Vice President, Diaz is responsible for the day to day operations of the company, oversees the management of all client accounts, staff, and is responsible for human resource management. She assists the president with all aspects of the marketing and branding of the firm as well as new business development.

“During Elizabeth’s 10 years at APR, she has built a strong foundation that has enabled our firm to grow and become the leading public relations firm on the Central Coast. Her leadership, dedication and commitment to the firm have truly earned her this position,” states David Armanasco.

Prior to joining APR, Elizabeth worked in several management positions for Lucky Stores, which is now SaveMart, throughout Monterey County. Her commitment to the community is evident in her many years of volunteer service and recognition from the City of Pacific Grove, the Volunteer Center, the County of Monterey and she he was honored as an outstanding philanthropist and received a Certificate of Special Congressional Recognition for her volunteer work with Big Brothers Big Sisters of Monterey County.

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About Armanasco Public Relations, Inc.

Established in 1985 by David Armanasco, APR is an associate of Hill & Knowlton, Inc., one of the world's leading public relations firms. APR has grown to become the largest privately owned public relations firm on California's Central Coast, with offices in downtown Monterey and oldtown Salinas. APR's client roster cuts across a variety of industries, including agriculture, foodservice, education, hospitality, real estate development and utilities. Services include: public affairs, community relations, strategic planning, marketing communications and crisis management. To learn more about Armanasco Public Relations, Inc. visit www.armanasco.com or call 831.372.2259.