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## PRSSA News

### Capstone Agency, GrandPR and BYU PRSSA Selected to Host 2019 CreateAthon Events

December 19, 2018

**NEW YORK (Dec. 19, 2018)** — PRSSA is proud to announce that Capstone Agency, GrandPR and BYU PRSSA are selected to host 2019 CreateAthon events on behalf of the Society. These Nationally Affiliated Student-run Firms we're selected based on applications and past experiences. Capstone Agency and GrandPR are returning hosts of this program.

CreateAthon is a 24-hour marathon to develop a campaign for a nonprofit organization. Selected firms will work with nonprofit organizations from their own communities to develop campaigns utilizing marketing techniques, public relations strategies, creative digital/broadcast tangibles, and more. PRSSA is pleased to work with selected Nationally-Affiliated Student-run firms and their schools to continue growing CreateAthon as a National Initiative.

"It's exciting to see Firms challenge their students with more professional development opportunities outside of traditional client work," PRSSA National President Ashleigh Kathryn said. "Many universities implement student-run agencies and firms, but PRSSA National Affiliation offers a competitive edge with opportunities such as CreateAthon that expand creativity and collaboration."

PRSSA is currently expanding its National Affiliation program. This past fall, six Student-run Firms were approved as Nationally Affiliated. This increase will allow more firms to become eligible to apply for CreateAthon events in the next coming year.

CreateAthon was founded in 1998 by Riggs Partners, a marketing consultancy in Columbia, South Carolina. It has grown from a single-market event to a 501(c)(3) organization that has attracted more than 100 marketing and communications firms, universities, corporations and professional clubs as official CreateAthon partners. Cumulatively, CreateAthon has helped more than 1,500 nonprofit organizations in the United States, Canada and the United Kingdom by delivering pro bono marketing projects valued at more than \$24 million.

Though there are more than 100 Student-run Firms around the country operated by PRSSA Chapters, only those operating at the highest level are Nationally Affiliated. These firms have successfully gone through an application process to ensure the firm is strong in three areas:

PRSSA/PRSA connection, a high level of professionalism and an effective structure.

### **About the Public Relations Student Society of America**

The Public Relations Student Society of America ([www.prssa.org](http://www.prssa.org)) is the foremost organization for students interested in public relations and communications. Founded in 1968 by its parent organization, the Public Relations Society of America (PRSA), PRSSA includes more than 10,000 student members and advisers, and is active at more than 330 colleges and universities.

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Contact:

PRSSA National President

Ashleigh Kathryn

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PRSSA Website (<http://prssa.prsa.org/>)

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## Chapter News

### PRSSA CREATEATHON BIDS GO LIVE

October 15, 2018

NEW YORK (Oct. 15, 2018) — PRSSA is officially accepting bid forms for Nationally Affiliated Student-run Firms to host CreateAthon events in spring 2019. Interested firms should submit bid forms by Nov. 16 to Vice President of Professional Development Ashleigh Kathryn. Applications to host CreateAthon marathons have more than doubled in the program's second year with PRSSA and are expected to continue exponential growth during this third year.

CreateAthon is a 24-hour marathon to develop a campaign for a nonprofit organization. Selected firms will work with nonprofit organizations from their own communities to develop campaigns utilizing marketing techniques, public relations strategies, creative digital/broadcast tangibles, and more. PRSSA is pleased to work with selected Nationally-Affiliated Student-run firms and their schools to continue growing CreateAthon as a National Initiative.

“This is one of the best benefits of being a PRSSA Nationally-Affiliated Student-run Firm,” Ashleigh Kathryn, vice president of professional development, said. “Many universities implement student-run agencies and firms, but PRSSA affiliation offers a competitive edge with new opportunities such as CreateAthon.”

The ultimate goal of PRSSA's partnership with CreateAthon is to have all PRSSA Chapters and student-run firms participate. This opportunity not only provide PRSSA with great hands-on experience for its members, but the opportunity to give back to the community.

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PRSSA Vice President of Professional Development Ashleigh Kathryn [vpprofessionaldev@prsa.org](mailto:vpprofessionaldev@prsa.org)

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PRSSA Website (<http://prssa.prsa.org/>)

**FOR IMMEDIATE RELEASE:**

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**USF Enabled Life-Changing Surgery for Haitian Boy**

TAMPA, Fla. — Last month, Benjy Exalus got a new smile, and hope for a brighter future. After an USF alumni connection had helped arrange a free operation to fix his rare cranio-facial anomaly, an extremely enlarged tongue, the 16-year-old Haitian boy will be able to close his mouth, eat and speak without difficulty. Now he can finally try to attend school

Linda Cox, Alumna of USF College of Behavioral and Community Sciences, was traveling through Haiti when she met Benjy and his father Jean. The boy captured her attention immediately not only because he was malnourished from his enlarged tongue, but ostracized by his local community.

“Please don’t forget, please don’t forget,” said Jean Exalus, father of Benjy.

Jean Exalus would not let Cox leave without helping his son. Cox reached out to Dean Julie Serovich, of the College of Behavioral and Community Sciences, after she tried to connect with multiple organizations. Guitele Rahill, PhD, Associate Professor of Social Work, and Haitian native was then connected with Cox to facilitate the operation for Benjy.

“Dr. Guitele Rahill was the direct connection to the individuals on the ground in Haiti that facilitated this entire process,” Cox said. “It is my hope that this has strengthened the network between USF/CBCS and Partners in Health- the teaching hospital in Haiti that performed all the surgery and care at no cost to Benjy or his family.”

Benjy is recovering in Haiti with his new bright face that finally matches his bright personality. He can’t wait to attend school again and pursue his hobbies in music. His story exemplifies how the USF Alumni connection can truly make a difference and solve community problems.

“...it’s about the connection of alumni to universities that make a real world difference and not just in the classroom,” Dean Serovich shared. “These are relationships that make real change and have big impact.”

CBCS reflects a focus on individuals by examining the problems they encounter and their needs for clinical and supportive services. It also examines the efficiency of systems and policies that engage those individuals. For more information, please contact Ashleigh Kathryn.

**About the College of Behavioral and Community Sciences**

Established in 2008, the College of Behavioral & Community Sciences serves approximately 3,000 students with eight undergraduate, eight master’s, and seven doctoral programs housed in six academic departments/schools. The College is the home of the Louis de la Parte Florida Mental Health Institute, one of the largest behavioral health research and training institutes in the country as well as 17 specialized Research Centers and Institutes.

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FOR IMMEDIATE RELEASE

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**AAA Hosts Fall Travel Expo**

TAMPA, Fla.— (Dec. 4, 2016)—AAA hosts its annual Fall Travel Expo with top travel suppliers such as Royal Caribbean and Trafalgar, offering consumers the best deals to book their next vacation on Dec. 3, at Hilton Tampa Airport, 2225 N. Lois Avenue, Tampa.

The free event highlights cruises, tours, and custom vacations centered on everything from adventure and elegance to multi-generational travel and family fun. Travel experts from the world's leading cruise lines and tour companies will host presentations throughout the day on next year's top destinations and travel trends.

The Fall Travel Expo offers travelers the ability to learn about off-season travel options. All of AAA's travel agents will be onsite to help consumers plan a custom vacation specifically. This expo also offers travelers the opportunity to save money for 2017. AAA Travel will offer consumers day-of-show savings or onboard credit of up to \$500 per booking in addition to supplier offers at the event.

“Travelers looking for an all-inclusive vacation can find great rates on cruises this time of year, due to reduced demand compared to the summer season,” said Jessica Brady, Spokesperson, AAA Travel and the Auto Club Group.

There is no fee to attend, however, please register at <http://autoclubsouth.aaa.com>. Additional information is also available by contacting Ashleigh Kathryn at 727-648-7302 or [awhite23@mail.usf.edu](mailto:awhite23@mail.usf.edu).

**About ACG/AAA**

*The Auto Club Group (ACG) is the second largest AAA club in North America. ACG and its affiliates provide membership, travel, insurance and financial services offerings to over 9 million members across eleven states and two U.S. territories including Florida, Georgia, Iowa, Michigan, Nebraska, North Dakota, Tennessee, Wisconsin, Puerto Rico and the U.S. Virgin Islands; most of Illinois and Minnesota; and a portion of Indiana. ACG belongs to the national AAA federation with more than 56 million members in the United States and Canada and whose mission includes protecting and advancing freedom of mobility and improving traffic safety.*