



woodenship
ADVERTISING & PUBLIC AFFAIRS

A Robert Nelson Company

FOR IMMEDIATE RELEASE
February 3, 2004

Contact: Bob Nelson
(619)269-7574

California Teachers Association Backs Grocery Workers
With 400K Ad Campaign

(San Diego, CA) Sometimes a client does something so interesting that we feel compelled to crow about it on their behalf. Woodenship Advertising & Public Affairs produced a new campaign in a groundbreaking effort by the state's 350,000-member California Teachers Association (CTA) to support grocery workers who have been on strike or locked out for months. CTA has committed \$400,000 to the campaign which is currently heard on more than 50 radio stations throughout California. The ads were produced by company president Bob Nelson. The ads, featuring CTA president Barbara Kerr and vice president David Hernandez, are airing on both English and Spanish language stations throughout California.

Woodenship provides a complete suite of advertising and public affairs solutions including research, strategic planning, copy and creative design, production, media planning and placement and public relations for a select list of quality clients including American Water, the California Teachers Association, Clean Energy Systems, Oracle, and the Taco Bell Foundation among others. For more information, please contact Bob Nelson at 619-269-7574.

3900 Fifth Avenue, Suite 130
San Diego, California 92103
T 619.269.7415 F 619.269.7484
www.woodenship.com