



Imprenta Communications Group President & CEO, Ronald W. Wong, Honored as Public Relations Society of America (PRSA) Professional of the Year

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Imprenta Communications Group's founder and CEO received the prestigious "PR Professional of the Year" award from the Public Relations Society of America—Los Angeles Chapter (PRSA-LA). The award, which was voted on unanimously by the PRSA Board, recognizes Imprenta's long-standing position as an industry leader in communications, public affairs, and marketing, and comes on the heels of other industry recognitions that close out one of Imprenta's most successful years.

Los Angeles City Councilmember David Ryu had the distinction of introducing Wong. He mentioned their longtime friendship and Wong's invaluable advice and counsel over the years: "I've known Ron for more than 20 years and not only is he a phenomenal political strategist, he is also a tremendous PR professional. His firm, Imprenta, is leading Los Angeles and the State in outreach and communications to communities that need a voice. This recognition is certainly well deserved."

In recognizing Wong, PRSA demonstrates its commitment to diversity and the increasing importance of communicating to communities of color. Both the Latino and API communities are increasing their economic presence, making the need for targeted and appropriate communications to this community important. Latino buying power grew from \$495 billion in 2000 to \$1.4 trillion in 2016. That accounts for nearly 10 percent of total U.S. buying power in 2016. The APA community's buying power is even greater. The APA community is the fastest growing consumer group and their buying power will account for \$1.1 trillion by 2020.

Founded in 2001, Imprenta is an award-winning, mission-driven company, specializing in public affairs, campaign and ethnic marketing. Imprenta seeks to empower communities of color by giving them a voice and communicating to them in ways, which respect their diversity and understand their culture. It specializes in reaching diverse, hard-to-reach culturally and linguistically isolated communities.

While most multicultural PR and marketing firms focus on one specific ethnic group, Imprenta is distinct in that it brings together the Latino and Asian Pacific American communities—the two fastest growing population segments in United States. The firm's in-house language capacity includes Spanish, Chinese (Mandarin and Cantonese), Vietnamese, Korean, Hmong, and Tagalog.

"The fact that the PR industry's most respected organization has chosen to recognize me and Imprenta is testament to our work and our shared commitment to diversity. As PR and communications professionals, we need to embrace the reality that many folks in America receive information in languages other than English. Immigrants have built America and make our country the greatest on earth. Those that embrace diversity will win not only in the U.S. but in our global economy. I salute PRSA and thank them for this important distinction," said Wong on receiving his award.

Furthermore, Wong stated, "Imprenta has been blessed with phenomenal success and growth due in great part to our increasingly diverse market place. The market has spoken. Our clients know it's good business to market to communities of color."

In 2015 and 2016, Imprenta was recognized as one of the fastest growing companies in America by *Inc.* Magazine with growth in excess of 1,000 percent. In 2016, Imprenta was recognized as Boutique Agency of the Year by the industry group, Bulldog Report. Additionally, Imprenta has received more than a dozen awards in 2017 for its work in videography, public service announcements, and corporate marketing and public relations campaigns. Recently, Wong received the Political Empowerment Award from the Korean American Federation, and Imprenta received the Innovators Award from the Asian Business Association.

Imprenta is fortunate that its clients share in their commitment to diversity. Pacific Gas and Electric Company, The California Endowment, Southern California Gas Company, Covered California, California Community Colleges, Resources Legacy Fund, Water Foundation, Los Angeles Community College District, North East Medical Services, are a small sampling of Imprenta clients.

What also makes Imprenta unique is its focus on initiatives, issues and causes rather than consumer goods. Because of the firm's background in politics and political campaigns, they have an expertise in working with regulated industries, government entities, Foundations and nonprofits. "We work best with organizations that have a commitment and genuine interest and concern for the public they serve," said Wong. To learn more about Imprenta and its work, visit: www.icgworldwide.com.

