

FINAL



Media Contact:
Melissa Masters/Dawn Mead
melissa@hkamarcom.com
dawn@hkamarcom.com
714-426-0444

HKA, Inc. Marketing Communications Announces Homeless Youth Organization as “Locally PRoud” Competition Winner

Build Futures to receive no-cost PR and marketing services from award-winning local firm

TUSTIN, Calif., Dec. 2, 2014 – As the most significant part of its multifaceted 30th anniversary celebration, [HKA, Inc. Marketing Communications](#) launched a competition in July, giving one deserving Orange County nonprofit the chance to win a year of no-cost public relations and marketing communications services it would provide in 2015. Today, in conjunction with Giving Tuesday, HKA announced Huntington Beach-based [Build Futures](#), an organization devoted to ending youth homelessness countywide, as its “[Locally PRoud](#)” competition winner.

Over the course of three decades, HKA has been well-known for its award-winning work with dozens of organizations across an array of industries. While the dynamic firm has provided impactful communications services to organizations in for-profit arenas, HKA also has maintained a client roster of prominent Orange County nonprofits, providing them with effective public relations and marketing services to elevate visibility, increase awareness and support fundraising. HKA’s Locally Proud campaign grew from its longstanding commitment to nonprofits – and a desire to support the same community that helped the agency reach its 30-year milestone.

“HKA created Locally PRoud with a basic notion that a 30-year celebration of the agency would be so much more rewarding and consistent with our history if we also found a way to celebrate the good work of others in the community,” said [Hilary Kaye](#), founder and president of HKA. “We referred to Locally PRoud as a competition, but it was also a vehicle – a platform for us to highlight the exemplary commitment and tireless dedication of eight amazing Orange County nonprofits, including Build Futures – our eventual winner.”

For nine weeks from early July through the end of August, HKA was flooded with submissions from various Orange County nonprofits, all vying to win a year of no-cost marketing communications services to be furnished by the agency next year. In mid-September, HKA trimmed the field to eight deserving finalists and asked the public, along with a panel of prominent local judges, to help select the winner.

“I can’t tell you how much this support will mean to Build Futures and the youth in need of our help because the services HKA provides are invaluable in communicating the plight of thousands of Orange County youth striving to find a life free from homelessness,” said Kathy Tillotson, founder and executive director of Build Futures. “It’s true, Build Futures has won a competition, but everyone associated with this organization feels we’ve simply been given a wonderful gift.”

FINAL

About HKA, Inc. Marketing Communications

Celebrating 30 years of consistency and reliability, Orange County-based [HKA, Inc. Marketing Communications](#) is an award-winning agency that has garnered a reputation for excellence from clients, vendor partners and the media. Founded by former journalist Hilary Kaye, HKA instills professionalism and integrity into every campaign, project and client relationship, successfully enabling clients to leverage marketing and communications strategies to support their critical business objectives. HKA's menu of client services includes media relations, social media, integrated marketing, reputation management and community relations.

For more information, visit <http://www.hkamarcom.com> or call (714) 426-0444. Follow the HKA team on the company's "[Insights Out](#)" blog, [Facebook](#), [Twitter](#) and [LinkedIn](#).

About Build Futures

Build Futures was founded in 2009 when founder Kathy Tillotson identified a large gap in services and housing options for homeless youth ages 18 to 24 in Orange County. The nonprofit works to move homeless youth from surviving on the streets to self-sufficiency through a structured, step-by-step program of intervention that is tailored to each client combined with a one-on-one supportive relationship. Build Futures' mission is to remove these kids off the street and provide stable and safe housing and the services, resources and support needed to obtain and maintain employment and long term independence.

For more information, visit <http://www.buildfutures.org> or follow Build Futures on [Facebook](#).

#