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## **HKA, Inc. Marketing Communications Unveils Finalists for 'Locally PRoud' Nonprofit Competition**

*Public invited to vote for favorite finalist video on HKA Website*

TUSTIN, Calif., September 17, 2014 – [HKA, Inc. Marketing Communications](http://www.hkamarcom.com) today announced eight finalists that will move to the next round of competition, each with a chance to win one year of public relations and marketing communications services provided by HKA as part of its 30<sup>th</sup> anniversary celebration. The finalists in the *Locally PRoud* competition included varied organizations providing social services to adults or children, and several other sectors – health services, animal welfare and the arts.

Voting is now open at [www.hkamarcom.com/vote](http://www.hkamarcom.com/vote), with each finalist video submission uploaded for review and voting. One vote is allowed per person. Public voting is one part of the competition; a panel of distinguished Orange County judges also will evaluate the group.

Finalists include:

- [American Diabetes Association, OC, Costa Mesa](#)
- [Anaheim Performing Arts Center Foundation, Anaheim](#)
- [Build Futures, Huntington Beach](#)
- [Friends of Orange County Homeless Pets \(FOCHP\), Newport Beach](#)
- [Grandma's House of Hope, Santa Ana](#)
- [Up and Running Again, Orange](#)
- [WHW \(women Helping Women/Men2Work, Santa Ana](#)
- [Youth Employment Service \(YES\), Costa Mesa](#)

“Selecting the finalists from such a large pool of worthy applicants was an extremely difficult task, causing us to spend many hours reviewing applications,” said [Hilary Kaye](#), founder and president of HKA. “But rather than exhausted, we were inspired and energized – there are so many nonprofits doing such amazing work for our community. In the end, we chose eight nonprofits who are doing significant work and who we felt were truly enthusiastic about how HKA could benefit them in 2015.”

The final selection will be made with help from a [distinguished judges' panel](#) and from the general public, who will vote for their favorite video.

Asked how Locally PRoud came about, Kaye explained that as her firm reached its 30<sup>th</sup> year, she felt tremendous gratitude for HKA's success in business and to all who have contributed to

the longevity of the agency. “We’ve touched many lives and I’m proud of this. But I’m also very grateful for being able to run a company that I love for 30 years,” she said.

Kaye added, “We have always been philanthropic, and we particularly love connecting our for-profit clients with those in the nonprofit world. But because this year is extra special, we decided to truly roll up our ‘PR sleeves’ and help one smaller, very deserving organization communicate and expand its good work.”

Online voting will continue through Oct. 31 and the winner will be announced on Tuesday, Dec. 2, known as “Giving Tuesday.” Work for the nonprofit winner will begin in January 2015.

### **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 integrated client services includes media relations, social media, digital marketing, reputation management and community relations. HKA’s client roster encompasses both for-profit and nonprofit companies.

For more information and updates on the Locally Prouder competition, visit <http://www.hkamarcom.com> or call (714) 426-0444. Follow the HKA team on the company’s [Facebook](#), [Twitter](#) and [LinkedIn](#).

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