



## **MEDIA RELEASE**

### **CASA of Monterey County Selected to Receive Stanford Alumni Consulting Team Marketing and Branding Services**

Salinas, CA  
February 28, 2018

Court Appointed Special Advocates of Monterey County (CASA) is honored to announce it has been selected to receive pro bono assistance from the Stanford Alumni Consulting Team (ACT), to develop a customized marketing and branding plan, tailored to meet CASA of Monterey County's specific needs.

ACT awards its services annually through a competitive application, review and interview process.

#### **About the Stanford ACT**

ACT projects are customized to the specific needs of each client organization. Created by the Stanford Graduate School of Business alumni in 1986, ACT has grown to be one of the largest pro bono resource providers in the San Francisco Bay Area, and provides services throughout Dallas/Ft. Worth, Texas; Monterey County, and Pasadena, California. ACT's pro bono consulting expertise encompasses a wide range of areas, including strategic planning, marketing, earned revenue, financial sustainability, and organizational growth.

#### **About CASA of Monterey County**

Court Appointed Special Advocates of Monterey County (CASA) serves as a voice for some of our most vulnerable foster children in Monterey County. A CASA is a trained community volunteer, who has the opportunity to broadly influence the life of a foster child by advocating across many important life issues, including permanent placement, health care, education, and enrichment activities. Many more children can thrive with the intensive intervention of a CASA volunteer. Contact CASA today to see how you can help our most vulnerable children.

CONTACT: Kathryn Pernet – Recruitment/Marketing Manager  
PHONE: 831.455.6800  
EMAIL: Kathryn@casaofmonterey.org

###

#### **For Immediate Release**

**Our Mission:** To train and support community volunteers who advocate for abused or neglected children placed in foster care, upholding the children's rights while pursuing a safe and permanent home.

---

#### **BOARD OF DIRECTORS 2017-18**

ETHAN HARE, CHAIR • JENNIFER ROSENTHAL IVERSON, VICE CHAIR • DAVID ALAN BERNAHL II • RAY CORPUZ • DON FREEMAN • CATHERINE GRIGGS  
CYNTHIA HOUSE • AERIN MURPHY • GIANNA PANATTONI JACKSON • PATTY ROSS • PETE SCUDDER • SHANNON STEVENS • ERIN WHITE • JENNIFER WHITE •  
JEANNETTE WITTEN, EMERITAS