

PUBLICITY CAMPAIGN FOR SPECIAL EVENT

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December 1, 2011

Kathleen Rosell
Entertainment Reporter
The Daily Titan
College Park, CSU Fullerton
2600 E. Nutwood Ave., Suite 660
Fullerton, CA 92831-3110

Dear Kathleen:

You have a very unique way of reporting on campus clubs, which is why I'd like to ask you to write about ETC. We have a unique event coming up, so you seem like the perfect fit.

ETC is going to host its first-ever Comedy Show Fundraiser February 4, 2011, which will be a multicultural comedy show, showcasing diversity. To promote this show, we are hosting a pre-show on December 11 starring Orange County's celebrity comedian Ernie G. He is considered one of the top Latino Comedians in the country and is recognized as "The Angry Angeleno" from the Channel 13 News in L.A. As one of the original stars of the hit comedy show "Que Locos!" hosted by George Lopez, he has performed live from coast to coast, as well as on radio, TV, and film, for over 10 years.

Ernie G. travels all over the country to promote going to college to a mainly Latino audience through what he calls Empowerment Comedy. He's very successful, often performing several times a week. His shows are well received and often support Latino student organizations on high school and college campuses.

Ernie is also a part of Hispanic Heroes. This organization actively promotes higher education to Latino communities. Ernie hosts events at high schools with a large Latino student body, for which he invites other Latina/o professionals who have come from a humble upbringing and have since graduated from college and now have successful careers. They tell their stories to those students and answer their questions in an attempt to take the fear out of going to college and show them how they can do it, too.

Our comedy show fundraiser is entitled "Cultural Comedy Chaos" and it is designed to promote diversity on a very diverse campus. Please help us in this effort by spreading light on the Latino community and Ernie G., who has come out on top. I'd happily get you in touch with Ernie for an interview. ETC board members are available for interviewing as well.

I'll follow up with you next week to see if you'd like to write a story about Ernie G. If you have any questions, please contact me directly at 707-718-5417, or at anne.pelczar@csu.fullerton.edu.

Sincerely,

Anne Pelczar

Comedian promotes education

By RACHEL SALAS

Published: December 12, 2010



The Entertainment and Tourism Club hosted a comedy show Wednesday night, Dec. 8 at Cal State Fullerton, featuring comedian Ernie G.

The comedy show was held to help promote the Entertainment and Tourism Club's big fundraiser next semester, which will feature five of Orange County's top comedians in the pavilions of the Titan Student Union.

Ernie G (Ernesto Tomas Gritzewsky) is a Hispanic-empowerment comedian who has been seen on shows such as ¡Que Locos! (GALA), Comic View (BET) and Latino Laugh Festival. He has also worked closely with comedian George Lopez.

"This is a smaller comedy show with the comedian that will be hosting the big one, and it's to promote our February show. He does empowerment comedy," said Taylor Somera, 21, president of Entertainment and Tourism Club. "He focuses on the Latino community at a high school age, and children who think college is out of their range, or has never even come across their minds. He empowers them to do anything and go to college."

He graduated from Loyola Marymount University with a bachelor's degree in psychology and a minor in Chicano studies. He has his own form of comedy he likes to call "Latino Edutainment – educating and entertaining with a Latino flavor."

By integrating his personal experiences into his comedic "edutainment" performances, Ernie G is touching college and high school students all around the country with the story of his academic journey toward college graduation.

His comedy has been seen in hundreds of school campuses nationwide. As a result of his success, he has become the official national spokesperson for the Hispanic College Fund.

He has also been honored by the city of Los Angeles with the Mario Moreno "Cantínflas" Award for representing the Latino community with humor and his power to help those in need.

CSUF students laughed as Ernie G made the audience an active part of his show.

"We're hoping to give students some energy for finals," Somera said.

Free Rockstar Energy Drinks, bottled water and nachos were served to students who came to watch the show.

"I want to destress from studying from finals. I've already started, so I'm stressed out and need something to be fun," said Cynthia Flores, 22, a business administration major.

The Entertainment and Tourism Club began as a club for communications major and eventually crossed over to business, it now incorporates both majors.

"This is my first year on the executive board. We have all these different connections to industry professionals and can get students internships and hopefully jobs one day," said Andrew Meshot, 23, Vice President of Marketing.

GUERRILLA MARKETING

The Entertainment and Tourism Club Supports Go Red For Women

“Touch One Heart Touch Many” Human Chain Against Heart Disease

<http://www.youtube.com/watch?v=4vPCgZaKgI8>

Go Red for Women Day

ETCfullerton

11 videos

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35 views

Uploaded by ETCfullerton on Feb 4, 2011

Help raise AWARENESS and show your SUPPORT for American Heart Association's GO RED for Women Day! Wear RED and pick up your GO RED Ribbon at the ETC Discoverfest booth Table#24.

0 likes, 0 dislikes

Artist: Mike Posner

Buy "Cooler Than Me" on: iTunes, AmazonMP3

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MEDIA ALERT

January 30, 2011

WHAT: “Cultural Comedy Chaos” Comedy Show, supporting the American Heart Association

WHO: Comedians Loni Love, Ernie G., Max Amini, J.R. Redwater, Bernadette Balagtas, ETC Executive Board with President Taylor Somera, Vice President Paul Gauci, VP of Marketing Andrew Meshot, VP of Relations Anne Pelczar, VP of Events Judy Caliwag, Advisor Professor Henry Puente, CSUF students, staff, and faculty

WHERE: California State University Fullerton
Titan Student Union, Pavilions ABC
800 N. State College Blvd.
Fullerton, CA 92831

WHEN: Thursday, February 4, 2010, 7:00pm

BACKGROUND: The American Heart Association raises awareness for heart disease, the number one killer of women in the U.S. Men and women all over the country wear red to raise awareness for the cause. The Entertainment and Tourism Club (ETC) is one of the most organized student-run organizations on campus and exists to teach students about the entertainment and tourism industries and bring them together with their respective professionals for networking opportunities.

NEWS INTEREST: February is National Heart Disease Awareness month. ETC is supporting the cause with its comedy show fundraiser as celebrity comedians Ernie G., Loni Love, Max Amini, J.R. Redwater and Bernadette Balagtas are present to support the cause by performing for an audience of 400. This comedy show is ETC’s first-ever comedy show fundraiser and almost sold-out.

PHOTO OPPORTUNITIES: Capture local favorites Loni Love, Max Amini, J.R. Redwater and Bernadette Balagtas on stage as they perform. Catch them before the show at the VIP reception for interviewing.

FOR INFORMATION: Anne Pelczar
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OCWEEKLY

Cultural Comedy Chaos

Cal State Fullerton Titan Student Union

By ERIN DEWITT Thursday, Feb 3 2011



Friday is national Wear Red Day, and the American Heart Association (AHA) urges everyone to don the color to show their support of the fight against heart disease, one of the leading causes of death for women in this country.

On a lighter note, the Entertainment and Tourism Club at Cal State Fullerton is hosting a comedy-show fund-raiser in honor of Go Red for Women. Dubbed Cultural Comedy Chaos, the event features comedians of different ethnicities, including headliner Loni Love (as seen on *Chelsea Lately*). Wearing red is encouraged, but if it's laundry day, the organization is selling red ribbons for just 50 cents each.

Proceeds from the evening will benefit the AHA. Heart disease is no laughing matter, but the Cultural Comedy Chaos fundraiser is a cleverly entertaining way to raise awareness about this very serious issue.

NEWS RELEASE

FOR INFORMATION: Anne Pelczar
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FOR RELEASE: February 4, 2010

LONI LOVE SOLD OUT COMEDY SHOW AT CSUF Comedians And Students Celebrated Diversity And Supported Heart Association

FULLERTON, CALIF: The Entertainment and Tourism Club (ETC) at California State University Fullerton successfully hosted its first-ever comedy show fundraiser February 4, 2010.

Comedians Loni Love, Ernie G., Max Amini, J.R. Redwater and Paul Ogata performed in front of an almost sold-out house filled with CSUF students, staff, faculty, and Hollywood entertainment professionals.

“They came to support our club, that’s really awesome,” said Taylor Somera, ETC’s president. ETC exists to educate students about the entertainment and tourism industries and to provide its members with valuable networking opportunities. This fundraiser was created to raise money to finance their events. It was also created to celebrate diversity on a very diverse campus.

“This is a great opportunities to have fun with our differences,” said show host Ernie G., a local celebrity and Latino comedian. All comedians who performed during the night came from different background, including middle-eastern (Amini), Hispanic (Ernie G.), Asian (Ogata), Native American (Redwater) and African-American (Love).

The night included a VIP reception before the show, which allowed guests that bought higher priced VIP tickets to enjoy a large buffet and bar with food and beverages donated by Jarritos and the White House in Fullerton.

NBC Universal, Los Angeles Clippers, and Los Angeles Angels of Anaheim were sponsors of the night. ETC members walked around during the show to sell raffle tickets for a chance to win items donated by them. Part of the night’s proceeds will benefit the American Heart Association in honor of National Heart Month, which is February. On a big screen next to the stage, the Association was promoted by showing donation information and a video of February 3, where ETC instigated a Chain of Hope on campus to raise awareness for the cause as well as the comedy night.

“This kind of event teaches students important business and communications skills. But it also teaches them about the importance of giving to charity and how to be selfless with that,” said Professor Puente, who is the ETC advisor.

- more -

“It was a lot of stress, but it all worked out in the end,” said Jessyrose Madarang, ETC member and part of the events team, about the event. ETC members had put in hard work during the three months prior to the show and it paid off. The event was entirely planned, organized and executed by CSUF students and went flawlessly. This was a great opportunity for them to learn how to execute a professional event on a large scale.

For more information and quotes from the comedians, please watch the YouTube video at <http://www.youtube.com/watch?v=FayRDAsrpjg>. Contact Anne Pelczar at 707-718-5417 or at anne.pelczar@csu.fullerton.edu with any questions.

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EDITOR’S NOTE: The Entertainment and Tourism Club (ETC) is one of the biggest and most organized student-run organizations on our campus. We exist to help current students network their way into the entertainment and tourism industries and get educated about the various segments of them. We accomplish this by hosting panels, mixers, meet and greets with industry professionals, and specialized outings into the world of entertainment and tourism. Our members are also given access to a variety of internship and volunteer opportunities throughout the year.

CULTURAL COMEDY CHAOS IS COMING TO CAL STATE FULLERTON

Dear NAME,

The Entertainment and Tourism Club (ETC) at California State University Fullerton invites you to join its first-ever comedy night on February 4, 2011, at 7:30pm at the Titan Student Union, Pavilions ABC, on our Fullerton campus.

Be part of the premiere of "Cultural Comedy Chaos" – a comedy show featuring many renowned comedians, including Orange's County's very own Ernie G. Each of our featured comedians comes from a different ethnic background. You'll experience lots of different comedy styles for lots of different people – all in one night!

Your Benefits

This comedy night is focused on the message of celebrating diversity while being one – and we can join together and have fun with it! Make this event an opportunity for your company to build a stronger team, and for your employees to appreciate each other more in their individuality. This event will be our biggest fundraiser of the year, benefitting ETC, and we are expecting to sell out the 600-seat venue. VIP ticket and table sales are limited, and come with many perks for your company. These perks include advertising for your company, a VIP reception before the show, meet and greet and photo opportunity with the comedians, front-of-the-house seating, free food and drinks, and much more.

About The Host Ernie G.

Our show's host Ernie G. is considered one of the top Latino Comedians in the country and is recognized as "The Angry Angeleno" from the Channel 13 News in L.A. As one of the original stars of the hit comedy show "Que Locos!" hosted by George Lopez, he has performed live from coast to coast, as well as on radio, TV, and film, for over 10 years.

About ETC

The Entertainment and Tourism Club (ETC) is one of the biggest and most organized student-run organizations on campus. We exist to help current students network their way into the entertainment and tourism industries and get educated about their various segments. We accomplish this by hosting panels, mixers, meet and greets with industry professionals, and specialized outings into the world of entertainment and tourism. Our members are also given access to a variety of internship and volunteer opportunities.

Please contact us at etc.csuf@gmail.com if you have any questions, or would like to sponsor us and attend the event. For a more personal response, you may contact me directly at anne.pelczar@csu.fullerton.edu. We are looking forward to hearing back from you soon.

Sincerely,

Anne Pelczar