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## News Release

**For immediate release: August 14, 2008**

### **SSA PUBLIC RELATIONS SELECTED BY UNIVERSAL TECHNICAL INSTITUTE AS ITS AGENCY OF RECORD**

**PHOENIX** – [SSA Public Relations](#), an agency specializing in strategic PR and social media, was selected by Universal Technical Institute (UTI), a national leader in [technical education](#) with 10 campuses across the U.S., as its agency of record. SSA will deliver strategic national, industry, trade and local communications programs for UTI.

“SSA brings fresh, strategic ideas to the table and applies the right resources to execute on our behalf,” said Valerie Monaco, public relations manager for UTI. “The agency’s efforts to develop strategies and implement tactics have already added dimension and value to our national public relations initiatives. We’re confident that they have the expertise to continue delivering our message to key target audiences.”

SSA PR’s President Susan Sears said, “We’re thrilled to be working with UTI to create national awareness of their outstanding technical education training programs for students seeking careers as professional automotive, diesel, collision repair, motorcycle and marine technicians. SSA’s seasoned public relations team has tremendous experience in developing and implementing effective communications programs geared to generating awareness and interest on a national basis.”

SSA is one of the few independent PR agencies in Phoenix and Denver with a unique [PR 2.0](#) platform that helps companies monitor and track its social media presence – everything from YouTube videos to bloggers. Armed with this information, SSA can work with clients to develop specialized plans to engage customers and other target audiences in the online world.

“Every company needs to understand how social media impacts its business,” said Sears. “PR 2.0/Social Media is the next step in the evolution of public relations. With growing numbers of Americans going online to obtain news and purchase products, traditional public relations and marketing methods alone are ineffective in reaching key audiences. By combining the best of traditional public relations with the burgeoning online social media world, businesses today can not only share information, but engage their customers,” added Sears.

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**About SSA Public Relations**

Founded in 1998, SSA Public Relations specializes in integrating local and national media relations with strategic social media components to meet its clients' business objectives. SSA is a strategic, results-orientated firm that develops highly-effective communications campaigns embracing the latest industry tools. With offices in Phoenix and Denver, the agency's leading-edge social media programs enable clients to engage with their customers when, where and how they want to be reached. For more information on SSA Public Relations and its PR 2.0/Social Media platform, visit [www.gotossa.com](http://www.gotossa.com).

**About UTI**

Universal Technical Institute, Inc. is a leading provider of technical education training for students seeking careers as professional automotive, diesel, collision repair, motorcycle and marine technicians. The company offers undergraduate degree, diploma and certificate programs at 10 campuses across the United States, and manufacturer-sponsored advanced programs at 18 dedicated training centers. Through its campus-based school system, Universal Technical Institute, Inc. offers specialized technical education programs through several well-known brands, including Universal Technical Institute (UTI), Motorcycle Mechanics Institute and Marine Mechanics Institute (MMI) and NASCAR Technical Institute (NASCAR Tech). For more information, visit [www.uti.edu](http://www.uti.edu).

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