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News Release

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SSA PUBLIC RELATIONS SELECTED BY UNIVERSAL TECHNICAL INSTITUTE FOUNDATION AS AGENCY OF RECORD

PHOENIX – [SSA Public Relations](#), a full service public relations firm with offices in Denver and Phoenix, was selected by [Universal Technical Institute \(UTI\) Foundation](#), a 501(c)3 Arizona nonprofit umbrella organization for UTI nonprofit initiatives, as its PR agency of record.

With a mission to enable individuals to complete technical training and pursue a career in the motorcycle, marine or automotive industry, the UTI Foundation supports nonprofit initiatives at UTI's 10 campuses. The UTI Foundation oversees the alumni fund, scholarships, grants and offers a student pantry/student emergency fund, created to assist students when they come up short for food money or to handle an unexpected emergency.

“Finding the financial resources to attend and graduate from any post-secondary institution can be a challenge for prospective students,” said Veronica Meury, vice president and executive director for UTI Foundation. “We turned to the experts at SSA Public Relations to help us generate awareness for UTI Foundation scholarship programs among UTI applicants nationwide.”

SSA PR's President Susan Sears said, “The UTI Foundation has established outstanding scholarship programs for students who are ready to seek a technical education. SSA will utilize our team experts in local, national and industry media relations, as well as online social media initiatives, to support this important educational resource by raising awareness for the UTI Foundation, its mission and scholarships.”

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.

About UTI Foundation

The UTI Foundation, a 501(c) 3 Arizona nonprofit, is the umbrella organization for all Universal Technical Institute, Inc. (NYSE: UTI) nonprofit initiatives and is dedicated to raising funds to further its mission and strategic goals. The UTI Foundation supports technical education for the automotive, diesel, collision repair, motorcycle, marine and NASCAR industries through scholarships, grants, career development and other special programs. For more information, visit www.utifoundation.net.