

ALL POINTS

PUBLIC RELATIONS

&RISE
OCT-DEC 2023

OBJECTIVE: Through our annual PRo Community Project, All Points offers pro-bono services to a Chicagoland non-profit. This year, we helped to generate awareness for &Rise, an organization that offers educational resources, counseling, support groups and coaching to help women rise above trauma, heal and flourish.


SECURED LOCAL PRESS

3.6 MILLION+
viewers on WGN news segment




BOOSTED SOCIAL MEDIA PRESENCE

1,400+
total social impressions




INCREASED BRAND AWARENESS

7.1 MILLION+
press impressions




GREW SOCIAL FOLLOWING

250+
combined new social followers




MARKETED EVENTS AND FUNDRAISERS

5
secured press placements



"THANK YOU SO MUCH EVERYONE FOR ALL YOUR AMAZING WORK! I TRULY APPRECIATE IT AND IT WAS AN ABSOLUTE PLEASURE WORKING WITH EACH AND EVERY ONE OF YOU!! YOU TRULY DO AMAZING WORK."

&RISE FOUNDER, JENNIFER RAMIREZ

GET LOUD!
BREAK THROUGH THE NOISE
WITH INTEGRATED PR