

# 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