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## FOR IMMEDIATE RELEASE

### **ASUCLA Welcomes New Communications Specialist**

**LOS ANGELES – Nov. 7, 2019** – To further develop communications strategies and tactics that promote the uniqueness of and resources offered by ASUCLA, the organization is proud to welcome its new Communications Specialist, Trenise Ferreira, for the team.

Ferreira is stepping into a newly created role and will lead communications efforts and publicity for ASUCLA news, events, and on-campus initiatives. She will also develop strategies and communications plans to keep students, staff and faculty informed of what resources are available through ASUCLA.

“We are very excited to have Trenise join our communications team,” said Sandi Gillespie, Association Affairs Manager for ASUCLA. “Trenise will help us to more effectively publicize ASUCLA and to keep our Bruin community in the know about the programs, activities and other services we provide.”

Ferreira joins the ASUCLA team after having spent the past four years at The Walt Disney World Resort in Orlando, Fla., where she served as Publicity Coordinator for Disney Sports, *runDisney*, Disney Youth Programs and Disney Water Parks.

#### **About ASUCLA:**

Associated Students UCLA (ASUCLA) is a not-for-profit association founded in 1919, which delivers vitally important student services and activities throughout the campus of the University of California Los Angeles. ASUCLA boasts the largest college store in the United States, an extensive food service program, and a network of other services and programs that includes student government and student media, which greatly enhances the quality of UCLA’s campus life. For more information about ASUCLA, please visit [www.asucla.ucla.edu](http://www.asucla.ucla.edu)

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