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FOR IMMEDIATE RELEASE

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Cal Poly Student, Newspaper Win First-Place Awards

SAN LUIS OBISPO -- Cal Poly student Ashley Singer, a third year business marketing major, was named the Advertising Sales Representative of the Year by College Newspaper Business and Advertising Managers.

Singer, the second straight winner from Cal Poly in that category, won in the newspapers with less than 40,000 weekly circulation category.

Cal Poly's student newspaper, the Mustang Daily, also took first place in the Special Section category for its Best of Cal Poly 2007 Edition. That edition was put together by the Mustang Daily editorial and advertising staff members along with Central Coast PRspectives, a student-run public relations firm.

The Mustang Daily also earned a second-place award in the Group Retail Advertising Promotion for its weekly ads for the university's Creamery.

This is the fifth consecutive year that the Mustang Daily has won awards at the College Newspaper Business and Advertising Managers annual convention and competition. This year the event was held in San Antonio, Texas.

For more information, contact Mustang Daily General Manager Paul Bittick at 756-2537.

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