

# CHICAGO SUN-TIMES



**Clark  
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**MARKETING/  
ADVERTISING**

## **COKE GOES TO SAN JOSE**

CHICAGO — San Jose & Associates, an agency specializing in the Hispanic market, has been appointed by the Coca-Cola Bottling Co. to coordinate an on-going regional pr campaign. The campaign will be directed at Hispanic consumers via community and special events, including parades, fundraisers, and the upcoming fifth annual International Battle of the DJ's, an event that will be held in Chicago this month to pick the best record-spinner in the country.

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**Coca-Cola Bottling Co. of Chicago has hired San Jose & Associates to coordinate a PR campaign for the Hispanic market.**

George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency