



CLIENT PROFILE

Santa Monica Business Community – Crisis Communications

In 2003, JCI worked with the business community, the Chamber of Commerce and the Visitor's and Convention Bureau to set up a community response program following the terrible events that took place at the Santa Monica farmers' market involving a car crash. Within 24 hours, JCI created a plan that mobilized community and civic organizations to support victims and their families along with efforts to raise significant sums of money to support programs by community-based organizations. Efforts include:

- Set up foundation to be recipient of financial contributions
- Raised over \$250,000 in less than 48 hours to support community and civic organizations and victims
- Held major press event to announce local contact phone numbers and legal assistance program
- Created City outreach and information program to educate the community on the events
- Contacting local businesses to promote programs to help raise money for residents affected by the crash

