



CLIENT PROFILE

Sun World International, Inc.

Sun World International operates the world's largest fruit breeding program out of Southern and Central California. JCI handled all the PR and outreach following the company's bankruptcy in 2003. JCI's tasks include:

- Worked with creditor's committee, debtors, and banks
- Facilitated legal counsel
- Provided PR briefing materials
- Created international communications materials before, during, and after declaring bankruptcy

