

LA JOLLA LIGHT

Enlightening La Jolla Since 1913

Thursday, July 17, 2009

La Jolla-based Brice & Associates was honored by the California Travel & Tourism Commission for creating one of California's two most successful tourism-PR efforts.

Owned by John Brice, a former La Jolla Light business editor, the firm placed second in "Best Public Relations Campaign a Travel Industry Entity" cooperative effort with the Anza-Borrego Foundation.