



Miller Group Receives Commendation on West Nile Virus Campaign

Los Angeles, CA, August 18, 2006 --(PR.com)-- [The Miller Group](#), a Los Angeles advertising and public relations agency, recently received a commendation for its successful campaign preventing the spread of West Nile virus throughout Southern California.

The multi-cultural “Wipe Out West Nile virus” campaign reached 13 million Southern Californians about the deadly disease, avoiding a massive epidemic throughout the Southland. The commendation was awarded by the Greater Los Angeles County Vector Control District.

In 2004, [The Miller Group](#) was retained by the County to raise public awareness of the deadly virus and educate 13 million Southern Californians about it. The contract came in response to a 2004 report from Centers for Disease Control and Prevention targeting California as a possible epicenter for West Nile.

The Miller Group's campaign included an aggressive media buy on radio, PSAs on cable TV, print, outdoor and online; collateral in five languages; corporate sponsorships, public relations, special events, community and government relations and retailer support.

The agency developed strategic alliances with dozens of retail partners, including Costco, 7-Eleven, Stater Bros., Orchard and Sears Hardware (OSH), Lowe's, Sav-On, Ralphs and Longs. These partners printed and distributed materials directly to their customers. SC Johnson and RE/MAX of California & Hawaii also provided generous donations to help extend the campaign.

The campaign, which kicked off in 2004, has been running for three consecutive years with an annual budget of less than \$250,000. It has increased to nearly \$2 million including in-kind partnership dollars, and has been supported by dozens of California politicians. Diane Feinstein, Barbara Boxer and Arnold Schwarzenegger, among them. Health care providers, utility companies (MWD) and the Southern California Broadcasters Association (Public Education Program) have also supported the effort.

As a result of The Miller Group's program, awareness of West Nile virus has shot up to 87% among Southern Californians and less than 2% of the population has been affected by the disease.

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