



**FOR IMMEDIATE RELEASE**

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**ALZA Strategies Welcomes Summer Associates to the Team**

Sacramento, CA — ALZA Strategies is excited to announce the addition of two amazing summer associates, Maddie McDougall and Sofia Feliciano.

“We are delighted to welcome Maddie and Sofia to our team,” said Roger Salazar, President of ALZA Strategies. “Their unique skills and enthusiasm for communications, policy and politics will make a great addition to our team.”

“We are excited for our summer associates to gain hands-on experience in strategic communications and public affairs, and to benefit from their creativity and growing expertise,” said ALZA Strategies CEO Hilary McLean. “We look forward to their contributions and the fresh perspectives they will bring to our company and our clients.”

Maddie McDougall just completed her first year at UC Santa Barbara (UCSB) where she is majoring in Political Science and Communications. With an interest in politics and public policy, Maddie hopes to learn more about the industry this summer. As a student at UCSB, Maddie has devoted time as an intern at an online women-oriented magazine where she learned how to utilize social media strategies to generate engagement. In the fall, Maddie will begin a position with UCSB Athletics in their Communications department.

“I am looking forward to spending the summer with ALZA strategies. I hope to learn more about political communication and public relations. ALZA Strategies is the perfect place to gain first-hand experience to help me with my future,” said Maddie. “I hope to help with whatever I can while also learning valuable communication skills along the way.”

Sofia Feliciano just completed her second year at UC Davis where she is majoring in Managerial Economics with an emphasis on Business, and minoring in Mandarin Chinese. Sofia’s interests are in developmental economics and public policy, and she hopes to apply these passions to her work at ALZA Strategies this summer, while also improving her professional skills in communications. At UC Davis, Sofia is the Student Coordinator of America-China Talk (ACT), an organization that aims to broaden student body knowledge of Chinese culture through various events and

“I am so excited to join the team at ALZA Strategies this summer. During my time here, I am eager to gain a better perspective on what it takes to excel at public relations and

communications while improving my skillset on both fronts,” Sofia said. “I am especially looking forward to sharpening my writing skills while at ALZA.”

ALZA Strategies takes pride in promoting associates’ professional growth and fostering a learning environment for everyone.

“We look forward to sharing our expertise with our associates and providing them with guidance in their professional careers,” Salazar said. “We look forward to working with Maddie and Sofia and cannot wait to see what they accomplish.”

ALZA Strategies has the experience and skills necessary to lead clients through the intricate process of crafting and implementing a successful public affairs campaign. Whether trying to advocate for a position, win an election, develop grassroots support, or build public support for your side on an issue, we can help you develop and implement a successful public affairs strategy. For more information, visit us at [ALZA Strategies](#).

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