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FOR IMMEDIATE RELEASE

ASUCLA honored with Gold, three Silver American Business Awards

Announced on April 25, ASUCLA is among top finalists of the ABA with a Gold honor as the Student-Run Business of the Year, and three Silver awards for additional categories.

Los Angeles, Calif., April 25, 2024 – Taking home Gold for Student-Run Business of the Year, [Associated Students UCLA](#) (ASUCLA) landed as a strong finalist in the [American Business Awards](#) (ABA) with four winnings in total.

In addition to the Gold honor, ASUCLA received Silver trophies for the following categories: Marketing Department of the Year, Best Annual Report: Non-Profit Organizations, and Achievement in Corporate Social Responsibility for the implementation of CalFresh acceptance at the UCLA Store Market.

The ABA are the USA's premier business awards program. All organizations operating within the USA are eligible to submit nominations — public and provide, for-profit and non-profit, large and small. The ABA, one of nine [Stevie Awards®](#) programs, awarded business achievements and excellence that took place since 2022.

"Receiving these awards is a testament to our organization's commitment and dedication to the Bruin community," said Ari Baron, director of ASUCLA Marketing. "It validates our team's pursuit of success and our drive to exceed expectations. We're honored to be acknowledged for our achievements and inspired to reach even greater heights in the journey ahead."

The Gold award commended ASUCLA as the sole Student-Run Business of the Year recipient for its operational, program and service achievements since 2022, as led by the student-majority ASUCLA Board of Directors. Comprised of 14 members, eight are UCLA students who further ASUCLA's financial well-being aligned with overall support of the general student body.

In its Silver category, ASUCLA's Achievement in Corporate Social Responsibility honored the implementation of CalFresh at the UCLA Store Market, which set a newfound standard for higher education institutions in support of the wellbeing of students across the country in the context of food insecurity.

Achievements reached since 2022 by ASUCLA Marketing reflect innovation and significant impact in the promotion of ASUCLA and its distinctive approach to engaging a diverse audience of UCLA Bruins. With a Silver for Marketing Department of the Year, ASUCLA Marketing now stands among past winners like Evisort, Aragano and WilsonHCG.



Further, the publication of the 2022-2023 ASUCLA annual report was awarded Silver for the Non-Profit category. Titled *Expanding Horizons*, the report covered the milestones of ASUCLA's new operations, reinvigorated student engagement, reaches in retail operations and the expansion of the UCLA name and brand beyond the physical borders of the campus.

Nicknamed the Stevies for the Green word meaning “crowned,” the awards will be presented to winners at a gala ceremony at the Marriott Marquis Hotel in New York on June 11. All 2024 recipients can be viewed at StevieAwards.com/ABA.

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About the Stevie Awards:

Stevie Awards are conferred in nine programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, the Middle East and North Africa Stevie Awards, The American Business Awards®, The International Business Awards®, the Stevie Awards for Women in Business, The Stevie Awards for Great Employers, The Stevie Awards for Sales and Customer Services, and The Stevie Awards for Technology Excellence. Stevie Awards competitions receive more than 12,000 entries each year from organizations in more than 70 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at StevieAwards.com. Supporting sponsors of The 2024 American Business Awards include Melissa Sones Consulting and SoftPro.

About ASUCLA:

Founded in 1919, Associated Students UCLA (ASUCLA) is a nonprofit association that drives vitally essential student services and activities throughout the UCLA campus. ASUCLA boasts the largest college store in the U.S., an extensive food program, UCLA® brand licensing programming through UCLA Trademarks & Licensing, and other services and programs that include student government and student media, which significantly enhances the quality of UCLA's campus life. For more information and to stay connected, follow [@asucla](https://www.instagram.com/asucla) on Instagram or visit asucla.ucla.edu.