



Automotive Service Councils of California

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For Immediate Release
May 18, 2016

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Automotive Services Council of California Hires New Creative Writer and Publications Manager

SACRAMENTO – The Automotive Service Councils of California today announced that Kate Hicks has joined their association’s growing communications team as the new creative writer and publications manager. She will be replacing Matthew Peralta, who was recently promoted to Deputy Executive Director.

“I am thrilled to welcome Kate as the newest addition to the communications team,” says ASCCA Executive Director Gloria Peterson. “She brings to the association exceptional writing skills that will continue to enhance ASCCA’s message to colleagues in the automotive industry, the public, and policymakers.”

Kate will focus on producing clear and concise written materials for ASCCA, including press releases, op-eds, and fact sheets, while managing and editing various association publications. She previously worked in the California State Legislature as a Communications Consultant, specializing in writing and developing strategic messaging for a wide range of policy proposals. Kate graduated from Sacramento State University in 2014 with a Bachelor of Arts in Public Relations.

Founded in 1940, the Automotive Service Councils of California is the largest independent automotive repair organization in California. Its members represent all areas of the automotive repair industry, including mechanical, auto body, suppliers and educators.

"To elevate and Unite Automotive Professionals, and give them voice."