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Amy Levy Public Relations Chosen by LaFemme Film Festival, Joanie's Smiles and American Jewish Congress

Aug 26

[Amy Levy Public Relations](#) in Los Angeles, California announced that it has added three new clients; **Joanie's Smiles Chocolate**, the **American Jewish Congress** and the **LA Femme International Film Festival** to its already impressive roster.

Amy Levy PR has begun an extensive positioning program and media relations campaign to target epicurean, organic, kosher and general lifestyle press to build greater awareness for the Joanie's Smiles Chocolates. The company is a supporter of **Operation Smile**, an organization whose volunteers throughout the world repair childhood facial deformities and help create smiles, change lives and heal humanity.

Amy Levy PR has begun media outreach to both local and national Jewish publications and mainstream news outlets on behalf of the American Jewish Congress (AJC). In September, Amy Levy PR will provide publicity services for AJC's "Profiles in Courage: Voices of Muslim Reformers in the Modern World" dinner and awards ceremony honoring **Salman Rushdie** amongst others.

LA Femme has hired Amy Levy PR to conduct media outreach, event planning and targeted marketing for the upcoming 2006 Festival. The Amy Levy PR team will assist in planning the event's October 8th VIP Gala (benefiting the **UCLA Breast Center**) as well as help select venues, recruit panel speakers and pinpoint possible corporate sponsors.

"We could not be more proud of the clients that have joined our company for representation," said **Amy Levy**. "As clients prepare for growth, we are thrilled to lead them on their journey to success and to help present them to the world. Our clients select our firm as we work tirelessly to increase their bottom line. They are impressed by our unique approach in reaching their key customers and attracting new ones."

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