



Contact:  
Michelle Holbrook  
arcadiacoordinatingcouncil@gmail.com

**FOR IMMEDIATE RELEASE**

February 22, 2023

**What is Community Based Marketing and how can it help you? Join MJ Finstrom, Chief Creative Officer of HUTdog at the Arcadia Community Coordinating Council on Monday, March 6, 2023 as she gives us the lowdown on marketing.**

As a co-owner of HUTdogs, MJ Finstrom specializes in helping individuals and organizations promote their business, events, ideas, or cause. With real-world, battle-tested marketing experience and a reputation for delivering creative ideas, HUTdogs is a go-to partner for those seeking help with their marketing efforts. With a passion for studying the ever-evolving world of social media, email marketing and graphic design, MJ helps her clients create content and strategies for reaching their audience. She is also an active member of her community, serving on the board for the Arcadia Performing Arts foundation and the executive board for Arcadia High School PTSA. During the pandemic, MJ and HUTdogs helped businesses stay connected and informed with a complimentary, award-winning webinar series called "The New Normal". She received some very cool awards for this work (Woman of the Year 2021) from Senator Rubio and Senator Portantino. In 2022, MJ was named Arcadia Citizen of the year. MJ is also the director of marketing for Downtown Arcadia, where she brings her passion for community-based marketing, community unity, and local support to the forefront. Thousands of attendees have been drawn to the Downtown Arcadia events thanks to her successful promotional efforts. This year, she is starting a Canva users group and hopes to help others unlock their creativity. She also offers one-on-one coaching sessions to those who want to take on some of their promotional activities but need the guidance of a working coach. MJ's experience in crisis communication and marketing stems from her earlier work as a creative services manager and public information officer for the American Red Cross. She lives in Arcadia with her husband, daughter, and dog. When she's not working, you can find her taking long walks and enjoying her family and her friendships. Her favorite place to be offline is on a zip line!

To learn more about MJ and Community Based Marketing, join the Arcadia Community Coordinating Council on March 6, 2023.

For reservations contact Linda Clelland, President, ACCC.  
arcadiacommunitycouncil@gmail.com

**Meeting Location & Information:**

Monday, March 6, 2023  
Villa Catrina, 251 N. Santa Anita Blvd., Arcadia  
11:45 am – 1:30 pm  
RSVP by Friday, March 3, 2023

