



## **Patricia Gracia: Crossing The Border Line Of Tijuana, Mexico to the US American Dream**

*Advertising executive tells her personal story filled with challenges and sacrifices in pursuit of her lifetime dream and accomplishments*

For Immediate Release

SANTA CLARITA, Calif./EWORLDWIRE/Nov. 20, 2009 --- Founder and President of Power Media Group Inc. (PMG) Patricia Gracia is no stranger to success and public recognition by her peers and government officials, but those achievements have not come easy to her.

A petite lady but a giant in the field of advertising, Gracia arrived in the United States in the same way that many immigrants come searching for the American dream - she crossed the border that separates the country from Mexico at Tijuana.

"When I walked around the hills at night and saw the bright San Diego lights at a distance," stated Gracia, "I told myself that someday I would conquer those lights and use their energy to brighten my success and the future of others."

At age 18, alone and full of goals and dreams, the Peruvian native started her new American life in the San Fernando Valley. A year later, she had already conquered the language and started working for the Peninsula Hotel, a five-diamond and five-star hotel in Beverly Hills. There she learned that the key to great customer service is in providing the small details to the client. "I've always put my best effort and enthusiasm forward to surpass my clients' expectations. That's always being my focus since I opened PMG."

A valuable opportunity opened up for Gracia while working full time at the Peninsula; the hotel sponsored her education at UCLA where she ultimately received a degree in public relations. She immediately followed that enormous personal achievement with an internship at the ad agency CRUZ/KRAVETZ: IDEAS where, after just 40 hours of training, she was offered a permanent, full-time position in the production department in charge of one of the most important accounts of the agency.

A firm dozen years of experience in customer service in the hospitality industry formed the strong foundation to develop her own agency in 2001, with a tagline and philosophy that "we love your business, as we love our baby."

Despite tragedies in her personal life, Gracia continued to empower herself through education and dedication to her career as founder and president of Power Media Group Inc. She has consistently renewed her goals in life and is now fully focused in projecting the Hispanic woman as a woman of success. The knowledge and experience she gained as a thriving businesswoman and entrepreneur is being applied to an expanded outreach via the Power Women Business Center, available to thousands of Latina women of all ages that want to start their own business or initiate a career.

"Now that I've conquered those bright lights and personal success, and I'm on my way to help others achieve the same goal."

About Power Media Group Inc.

As outlined in coverage by the Daily News, Power Media Group (<http://www.powermediagroup.com/who.html>) is an advertising agency that specializes in creating Spanish language campaigns for high-profile clients seeking to reach the booming Hispanic market.

The agency has received the following awards and achievements in the past year:

- Winner of the Latin Business Association (LBA) 2008 Sol Award as Business of the Year, for its exemplary

commitment to the Latino business community through leadership and service.

- Commendations for its work from Los Angeles County Board Supervisor, Mike Antonovich as well as U.S. Congressman Howard "Buck" McKeon-25th District of California.
- Small Business Administration qualification, under very strict guidelines, for a SBA real estate loan, which resulted in owning the firms 11,000 sq. ft. commercial building that serves as a new home for clients and customers.
- Patricia Gracia, winner of La Opinion 2009 "Distinguished Woman" in the category of Business and Technology, for her steadfast commitment to serving the Hispanic business community nationwide.
- Patricia Gracia, as an invited panelist to the Latin Business Association (LBA) 2009 Annual Conference and Expo, presenting "The Transforming Role of Latinas in Business," on March 6, 2009.
- Winner of the 2009 ADDY Awards for Excellence in Creativity for a TV Ad in the General Market - Catalogue sales, for their client Creativa Interiors-Primor.

For more information about PMG, visit '<http://www.powermediagroup.com/what.html>' or contact Tony Gracia and Patricia Gracia, at 661.268 4805 or 818.415.3230 (cell).

HTML: <http://www.eworldwire.com/pressreleases/211367>

MOBILE: <http://e4mobile.com/pressreleases/211367>

PDF: <http://www.eworldwire.com/pdf/211367.pdf>

ONLINE NEWSROOM: <http://www.eworldwire.com/newsroom/306705.htm>

LOGO: <http://www.eworldwire.com/newsroom/306705.htm>

**CONTACT:**

Patricia Gracia  
POWER MEDIA GROUP INC.  
17960 Sierra Hwy.,  
Suite 100  
Santa Clarita, CA 91351  
PHONE. 661 268 4805  
FAX. 661 - 414 5105  
EMAIL: [patricia@powermediagroup.com](mailto:patricia@powermediagroup.com)  
<http://http://www.powermediagroup.com>

**KEYWORDS:** According to Daily News, is an advertising Agency that specializes in creating Spanish language campaigns for high-profile clients seeking to reach the booming Hispanic market. Honored as the winner of the Latin Business Association Sol Awards 2008, recog, Woman in Business of the Year Small Business Administration

**SOURCE:** Power Media Group, Inc.