



News

FOR IMMEDIATE RELEASE

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JFK Communications Adds Valeant Pharmaceuticals to Client Roster

JFK to Support the launch of the Acanya Scholarship Program

Princeton, NJ, January 8, 2013 — JFK Communications, Inc. announced today that the firm has added a new client, Valeant Pharmaceuticals North America, LLC, Bridgewater, NJ.

JFK Communications will support the launch of a scholarship program entitled, Acanya[®] I Can Succeed, an initiative that will provide college scholarship money to students who have had acne and have actively tried to address it.

The Acanya I Can Succeed Scholarship program will award a total of up to \$48,000, or up to \$12,000 a year, to each of three recipients chosen from across the United States. The program is open to US citizens who have been accepted to or are attending an accredited college, university, or vocational or technical school as an undergraduate student. Applicants must have been previously diagnosed with acne, were at some point under the care of a licensed dermatologist, physician's assistant, or nurse practitioner, and have had personal experience using a prescription acne medication.

"We are very excited to support Valeant with this significant scholarship program," said David Avitabile, President, JFK Communications Inc. "Our extensive experience in the dermatology market, as well as our long history of Rx communications work makes us an ideal partner for Valeant."

JFK Communications is an award winning science and technology focused agency. We are also listed among the top 25 public relations firms in New Jersey, according to *NJ Biz* magazine. The firm, founded in 2004, is committed to the vision that science is beautiful. We are on the cutting edge of the latest digital and social media communication strategies and have demonstrated significant year-on-year growth.



“We are diversifying our client base to include a broad array of science and technology companies and organizations,” said John F. Kouten, CEO, JFK Communications, Inc. “While keeping true to our healthcare roots, our firm is science and technology agnostic. We are engaged with technology companies involved across a variety of science disciplines, including energy, agriculture, chemicals and IT.

JFK Communications is a global strategic communications firm that partners with science and technology companies, healthcare organizations and non-profits to deliver meaningful messages that influence behavior. JFK Communications provides strategic communications solutions for the science, healthcare and technology industries. Our unique communications services add value to our clients’ corporate images, strengthen their brands, and improve the lives of customers, patients and communities throughout the world. Please visit the JFK Web site at www.jfkhealth.com, or call us at (609) 514-5117.

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