



## **FOR IMMEDIATE RELEASE**

### **UP Advertising President & CEO Alejandra Pelaez Honored as GHCC 2025 Woman-Owned Business of the Year, Reinforcing Commitment to Michigan Market**

**WOODSTOCK, GA – June 30, 2025** – UP Advertising, a leading branding and digital marketing agency with a strong presence and dedicated office in Michigan, is proud to announce that its President & CEO, Alejandra Pelaez, was honored with the Georgia Hispanic Chamber of Commerce (GHCC) 2025 Woman-Owned Business of the Year Award. This prestigious recognition was formally presented during the GHCC's 37th Annual Awards Gala & Fundraiser, "Empowering Georgia's Economic Prosperity Together," which took place on Friday, June 28, 2025, at the Crowne Plaza Atlanta Perimeter at Ravinia in Dunwoody, Georgia. The celebration commenced with an exclusive VIP reception at 7:00 PM.

This esteemed award recognizes the exceptional achievements of Latina entrepreneurs in Georgia. It celebrates women who have demonstrated outstanding leadership, innovation, and a deep commitment to community engagement within the Hispanic business community. Alejandra Pelaez's selection from a highly regarded group of candidates reflects the meaningful impact she continues to make, strengthening the fabric of Georgia's economy and inspiring a collective vision of growth and empowerment.

"We are incredibly honored and humbled by this recognition from the Georgia Hispanic Chamber of Commerce," said Alejandra Pelaez. "This award is a testament to the hard work and dedication of the entire UP Advertising team, and our commitment to empowering businesses and communities. For our partners and clients in Michigan, this national recognition further validates the expertise and innovative approach we bring to every project, right here in your local market. We are thrilled to stand beside fellow changemakers as we continue to champion businesses across all the communities we serve."

**About UP Advertising:** At UP Advertising, with offices in Woodstock, GA, and a strong presence in Michigan, we are committed to empowering businesses through strategic branding, innovative design, and results-driven digital marketing. Our dedication to excellence and profound impact within the community was recently recognized as our President & CEO, Alejandra Pelaez, was honored with the Georgia Hispanic Chamber of Commerce 2025 Woman-Owned Business of the Year Award. This prestigious acknowledgment reflects our team's visionary leadership, deep community engagement, and shared commitment to fostering economic empowerment across Georgia and the markets we serve, including Michigan.

**About the Georgia Hispanic Chamber of Commerce (GHCC):** The GHCC is dedicated to empowering Georgia's economic prosperity, fostering leadership, innovation, and community engagement within the Hispanic business community. The 37th Annual Awards Gala & Fundraiser is their signature event, recognizing outstanding achievements and contributions.

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