



RON CHAPMAN, MD, MPH
Director & State Health Officer

State of California—Health and Human Services Agency
California Department of Public Health



EDMUND G. BROWN JR.
Governor

August 14, 2014

TO: Interested Parties

FROM: California Department of Public Health

SUBJECT: **Notice of Intent to Award a Contract in Response to Request for Proposals (RFP) 14-10004, California Tobacco Control Program Public Relations Campaign**

After completing the review of all proposals submitted in response to RFP 14-10004, the California Department of Public Health (CDPH) has selected and hereby intends to award a contract to the following proposer:

Allison+Partners
11611 San Vicente Blvd., Suite 910
Los Angeles, CA 90049

This Notice of Intent to Award should not be considered as a binding commitment by the issuing department.

Proposers wishing to protest the award must follow the protest instructions in the RFP. In accordance with the provisions of RFP 14-10004, protests regarding the review and selection for the award of the contract shall follow the procedure stated in Section V, "Contract Award," beginning on page 23 of the RFP. Please note that there has been an update to the assigned Hearing Officer. Protests should be addressed to Greg Oliva, Acting Division Chief, Division of Chronic Disease and Injury Control and Assistant Deputy Director for the Center for Chronic Disease Prevention and Health Promotion. Protests must be received in writing, no later than 5:00 p.m. on August 21, 2014.

CDPH appreciates the efforts of all proposers. Thank you for your participation and interest in California's statewide anti-tobacco media campaign.