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COUNTRY'S LARGEST FAITH-BASED PUBLIC RELATIONS FIRM GROWS STAFF BY 20 PERCENT

ATLANTA, Jan. 15, 2008—The DeMoss Group, the country's largest public relations firm specializing in faith-based organizations, enterprises and causes, recently increased their staff by 20 percent. The DeMoss Group pioneered this PR niche in 1991 and since then many faith-based organizations have used this firm's strategic communications expertise to better reach their audiences and achieve their missions.

Over the past 16 years, The DeMoss Group has served more than 120 clients including Billy Graham Evangelistic Association, international Christian relief organization Samaritan's Purse, T.D. Jakes Ministries, and Chuck Colson's Prison Fellowship. The firm serves clients in endeavors ranging from safeguarding constitutional freedoms to producing major motion pictures; from gathering the nation's largest group ever on the Washington Mall to tackling HIV-AIDS; from leading the world's largest Christmas project to launching innovative social networking sites. Helping to continue these efforts are four new public relations professionals.

Amy Anderson has worked for two of the world's largest public relations agencies—Weber Shandwick and Ketchum Public Relations. There she served numerous clients including Eastman Kodak Company and IBM. Amy graduated from the University of Florida with a degree in public relations and a minor in business administration.

Jocelyn Broder served in corporate communications and marketing at The Coca-Cola Company, where she organized the Blog Blast values campaign and designed exhibits for the new World of Coca-Cola museum in Atlanta. Prior to that, she was a writer for *The Oregonian*, one of the largest newspapers on the West Coast. Jocelyn earned her degree in speech communication from the University of Georgia.

Laura Ford spent some 15 years in communications, strategic planning and finance at Frito-Lay and BellSouth. In her most recent position with BellSouth Investor Relations, Laura set message strategy, wrote executive speeches, published the annual report and managed the investor Web site. She holds an undergraduate degree in business administration from the University of North Carolina at Chapel Hill and an MBA from the University of Virginia.

Kelly Wells served as the communications specialist for the North Carolina Association of REALTORS®. Kelly managed the association's media relations, monthly magazine, electronic newsletters and statistics. She has a bachelor's degree in journalism and mass communications, with a specialization in public relations, from the University of North Carolina at Chapel Hill.

About The DeMoss Group

Since 1991, The DeMoss Group has been in the center of religion news, providing communications counsel and public relations support to many of the prominent Christian leaders, organizations, and causes of our time. For three years in a row, The DeMoss Group has been ranked one of the Best Christian Places to Work by *Christianity Today*. Founder and president Mark DeMoss published his first book in 2007 *The Little Red Book of Wisdom* (Thomas Nelson), which is in its fourth printing.

Through its proprietary online news portal, DeMossNewsPond.com, The DeMoss Group provides up-to-the-minute information on religion news, receiving an average of 37,000 page views each month.