



NEWS RELEASE

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Valley Forward Welcomes Christie Silverstein and Jennifer Hunt

New Hires Join Employee Roster to Boost Awareness

PHOENIX (Aug. 10, 2010) – Widely recognized in the Valley as a non-profit environmental public interest organization, Valley Forward Association (VFA) is welcoming Christie Silverstein and Jennifer Hunt to its team, serving as public relations director and events manager for the association.

In assuming the newly established PR Director position, Silverstein will direct and manage all aspects of VFA’s marketing and communications efforts, including overseeing media relations, social media outreach, collateral production and general public relations activities. As an accredited public relations professional with eight years of agency experience, she has worked with a myriad of clients across a variety of industries including higher education, non-profit, real estate, healthcare, travel/tourism, and sports/entertainment.



Silverstein previously worked as a public relations account supervisor at Cramer-Krasselt, the second-largest independent marketing and communications agency in the U.S. Prior to moving to the Valley in 2007, she worked in Miami, Fla., as an account director for rbb Public Relations. Silverstein is currently serving as the treasurer of the Phoenix Chapter of Public Relations Society of America and obtained her Bachelor of Science in Communications from Florida International University.



Hunt is serving her second stint at VFA and will be responsible for coordinating all of the organization’s event operations and logistics. She will be actively involved with the association’s event committees to plan, manage and implement VFA’s signature programs, including the Livability Summit, EarthFest Educators Night, Environmental Excellence Awards and Annual Luncheon, in addition to mixers and quarterly luncheons. Hunt served as the executive administrator for VFA in 2008 and has been working as a contract employee since the beginning of this year until being brought on board as a permanent staff member last month.

In her role, Hunt will be able to expand upon her extensive experience in the non-profit industry. Prior to joining the VFA team, she was the marketing manager for the Arizona Small Business Association. She also previously served as the marketing and special events coordinator for Free Arts of Arizona and development officer for Valley of the Sun United Way. Hunt received her Bachelor of Arts in Political Science from The University of Iowa.

“We are delighted to add two stellar professionals to our team,” said Diane Brossart, president of Valley Forward Association. “Their combined expertise in event planning, marketing and communications make them valuable assets to our organization.”

For 41 years, Valley Forward has brought business and civic leaders together to convene thoughtful public dialogue on regional issues and to promote cooperative efforts to improve the environment and livability of Valley communities.