



For Immediate Release
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SNAP! Public Relations, Inc. Names Sylvia Henry Account Coordinator

BOULDER, Colo. (June 3, 2008) — SNAP! Public Relations, Inc., a Boulder, Colo.-based public relations agency, announced today the hiring of Sylvia Henry as account coordinator. At SNAP! PR, Henry will assist in all aspects of agency relations.

"I am thrilled to welcome Sylvia to the SNAP! PR team," said Heather Willison, founder and president of SNAP! PR. "Her experience, knowledge, skill set and passion are of someone well beyond her years. I have no doubt that she will become an invaluable part of our team."

Henry originally joined the SNAP! PR team as an intern in 2007 and is now joining the company full time as account coordinator. Prior to SNAP! PR, Henry served as a public relations intern at The Children's Hospital in Denver. At The Children's Hospital, she worked in the public relations department drafting press releases and researching and writing news stories for the TCH newspaper. Henry also worked in the media relations department, helping in the organization of media events, serving as a contact for the media, and working as a liaison between patients and the media. Additionally, Henry assisted the marketing and event planning departments by helping to create and organize marketing campaigns and hospital special events.

"My experience thus far at SNAP! PR has been wonderful and I am thrilled to join the SNAP! PR team full time," said Henry. "I feel that my relevant experience at both SNAP! PR and the Children's Hospital has equipped me with crucial client service experience and has ignited a true passion for public relations."

Henry earned a Bachelor's of Arts in communication from the University of Colorado in Boulder, Colo.

About SNAP! Public Relations, Inc.

SNAP! PR is a Boulder, Colorado-based public relations and marketing agency offering professional, personalized representation in the consumer and natural products industries. Founded by Heather Willison in 2007, SNAP! PR brings a fresh, non-traditional approach to public relations—each client's specific needs, goals, and opportunities are thoroughly discussed and evaluated before any strategies are developed. For more information, visit www.snap-pr.com.

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