



NEWPORT
CREATIVE
COMMUNICATIONS

PRESS RELEASE

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FOR IMMEDIATE RELEASE

FOR MORE INFORMATION, CONTACT JOHN PANNELL AT 781-934-1412

**NEWPORT CREATIVE COMMUNICATIONS HIRES KAREN RICH AS
VICE PRESIDENT OF BUSINESS DEVELOPMENT**

Duxbury, MA – Newport Creative Communications is pleased to announce that Karen Rich has joined the agency as its new Vice President of business development.

At Newport, Karen's primary responsibility is to build and cultivate long-lasting, mutually-beneficial relationships with clients, prospects, partners and friends in the nonprofit community.

Karen joins Newport after having worked for the United States Postal Service for 19 years. The most recent position she held at the U.S.P.S. was as regional manager of Customer Acquisition and Management for the Southeast Area. In that capacity, she was responsible for the training and development of a large team of account managers who served more than 1,500 major business mailers, helping to ensure that expectations and revenue goals were not just met, but oftentimes exceeded.

In addition to a deep understanding of postal service rules and regulations, Karen has a wealth of direct marketing experience, making her an indispensable resource to clients and colleagues alike. She is a member of the Direct Marketing Association, the New England Direct Marketing Association, the Direct Marketing Fundraisers Association and the Association of Fundraising Professionals.

"With the addition of Karen Rich to our staff, Newport will have an even stronger presence in the marketplace," said John Pannell, founder and president of the 20-year-old direct response fundraising agency. "She is a consummate professional with incredibly strong people skills, someone who understands the importance of providing solutions and service."

Newport Creative Communications is a full-service direct response fundraising agency that provides a wide variety of marketing, advertising and communications services to nonprofit organizations throughout the country. The agency is located at 33 Railroad Avenue in Duxbury, MA, and on the Web at www.newportcreative.com <<http://www.newportcreative.com/>> .