

FOR IMMEDIATE RELEASE
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A-Train Marketing Team Hires New Public Relations Manager

A-Train Marketing is proud to announce the addition of Josh Johnson as our newest team member. As public relations manager, Josh will be the main conduit between our clients and the media, helping clients identify and develop publicity stories and opportunities and pitching them to the appropriate media outlets as story ideas. In addition to media relations, Josh will provide strategic input and implementation management regarding community outreach events and other grassroots marketing initiatives, as well as contributing to copywriting and creative concept development for clients.



Though Josh's background is largely in alt-weekly newspapers, he immediately comes from the *Northern Colorado Business Report*, where he was chief researcher. He was an editor and award-winning writer at both the *Rocky Mountain Bullhorn* and the *Rocky Mountain Chronicle*, where he was also associate publisher. Currently, Josh serves on the board of directors at KRFC 88.9FM, where he's been a volunteer programmer since its inception six years ago.

"I'm proud to be working for a company with such a strong commitment to Northern Colorado communities, and I'm excited to contribute to the quality work A-Train Marketing provides its clients," Josh says.

"As we've watched Josh's career over the past several years with the *Bullhorn*, *Chronicle* and *Northern Colorado Business Report*, we have been very impressed with his insight, writing skills, journalistic integrity and attention to detail," explains Ryan Keiffer, CEO of A-Train Marketing Communications. "We're lucky to have this opportunity to add Josh to our team."

About A-Train Marketing: A-Train Marketing Communications, Inc. is a full-service marketing firm that specializes in graphic design; strategic planning; message definition; print and web communications; public relations; identity, positions and branding; and non-profit marketing. For more information on A-Train Marketing, please contact Josh Johnson at 970-419-3218.

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