



News Release: For Immediate Release

Contact: Jessica Flynn
(208) 287-2199
jessicaflynn@redskypr.com

Red Sky Public Relations Adds to its Team

Idaho's full-service public relations agency adds an intern to its staff

Boise, Idaho (January 8, 2009) – Red Sky Public Relations, Idaho's full-service public relations agency, has hired PR intern Devin Borland to help accomplish the goals of their growing client list.

Borland, born and raised in Alaska, has lived in Idaho for more than seven years. He holds a bachelor's degree in political science from Boise State University and is pursuing a second degree in communications.

Borland discovered his passion for public relations while working as an event coordinator for the Boise State Student Programs Board. As the event coordinator he learned how to successfully and creatively promote events to the Boise State community. In addition, Borland became the Patron Services Manager for the local nonprofit, Boise Contemporary Theater. There, he managed a wide variety of tasks ranging from customer service duties to event planning.

As an intern at Red Sky, Borland will assist with tactical PR tasks for upcoming campaigns and strategies. "Devin's experience in grassroots marketing for BSU and the Boise Contemporary Theatre fulfills a crucial need for attaining our clients' goals," said Jessica Flynn, Red Sky Principal. "We're excited to have him aboard."

Borland accepted the internship to further his education in the PR field. He hopes to use the skills acquired at Red Sky so that in the future he can continue his work in the nonprofit sector and in the end, strengthen the Boise community.

Red Sky Public Relations, Inc.

Red Sky Public Relations is Idaho's full-service public relations agency based in Boise, which provides clients with the full array of communications tools and tactics to meet their business or organizational objectives. The agency is committed to setting the standard for professionalism in the industry and enhancing Idaho's image. The agency brings together the communications expertise of Principals Stephanie Worrell, Jessica Flynn and Robert Deen.

www.RedSkyPR.com