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**gkv PROMOTES HEATHER WOOLFORD**  
*Woolford promoted to Associate Director of Public Relations*

**BALTIMORE** – gkv announced today the promotion of Heather Woolford from an account supervisor to associate director of public relations (PR). Woolford brings nearly 15 years of PR, crisis communications and media relations experience to her new position where she will continue to lead her team to develop strategic internal and external communications programs including media campaigns, messaging strategies and a wide variety of written materials for clients and agency.

Woolford serves on several gkv clients including Aerotek, National Penn Bancshares, Coventry Health Care, Maryland Health Insurance Plan (MHIP) and Morgan State University.

Since moving to Baltimore in 2000, Woolford has spent six of the last eight years at gkv working on financial, transportation, retail, health care, higher education and travel and tourism clients. During that time she has received awards from the Maryland Chapter of the Public Relations Society of America, the American Banker's Association Financial Marketing Awards program, the Maryland Society for Health Care Strategy and Market Development and the American Association of Port Authorities.

Prior to rejoining gkv in 2005, Heather was a senior account manager at Weinberg Harris & Associates where she managed the media relations, PR and crisis communications for nonprofit, retail and tourism clients.

From 1996 to 2000, Woolford was at Nichols-Dezenhall (N-D) Communications Management Group (known today as Dezenhall Resources), a leading crisis management and high stakes communications firm based in Washington D.C. She helped national trade associations and Fortune 500 companies prepare for and manage crises, marketplace assaults and high stakes media situations.

“Always a team player, Heather continues to demonstrate tremendous leadership, loyalty, and hard work, and we know she will continue to do so in her new position,” said Kevin Kempske, partner, executive vice president and director of PR and GKV REACH.

Woolford received her B.A. in journalism/public relations from the University of Maryland at College Park in 1995. She lives in Reisterstown with her husband, two children and menagerie of pets.

***About gkv***

*gkv is a 26-year-old full-service marketing firm specializing in helping challenger brands compete in hyper-competitive categories. With billings of more than \$121 million annually, gkv provides a complete range of communications services including creative development, graphic design, production, media planning and buying, interactive, community relations, identity development, research, public relations, direct marketing, crisis communications and social marketing. gkv's diverse international client roster includes companies in travel and tourism, snacks and beverages, financial services, health industries and cause marketing. The agency is headquartered at Tide Point, the renovated former Procter & Gamble plant in Baltimore, Md. Visit [gkv.com](http://gkv.com) for more information.*

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