



NEWS RELEASE: For Immediate Release
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Red Sky Public Relations Continues to Grow Agency Adds Assistant Account Executive to Professional Roster

Boise, Idaho – June 27, 2008 – Red Sky Public Relations, Idaho’s full-service public relations agency, has added Assistant Account Executive Jesse Murphy to service growing account needs. Fresh and enthusiastic, Murphy will take on tactical PR tasks to support Red Sky and its clients.

Murphy, a long-time Idaho resident, graduated from UC Davis in 2007. After university he returned to Idaho, wanting to be a part of the state’s potential and facilitate its economic growth. His career started by boosting McCall’s business community as he directed the design of Idaho First Bank’s website. Later Murphy worked as the Public Relations Coordinator for Tamarack Resort, where he inspired journalists to put Idaho and the nation’s newest four-season resort in publications nationwide.

Now with Red Sky Public Relations, Murphy strives to show the value of public relations as he and his colleagues help grow Idaho’s economy. In addition to Tourism, Murphy will work with clients in Red Sky’s Nutrition/Wellness, Higher Education, Technology and Economic Development practice areas.

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, Alicia Ritter and Robert Deen. www.RedSkyPR.com