

Red Sky Public Relations Adds Assistant Account Executive

BOISE, Idaho – January 23, 2009 – Red Sky Public Relations, Idaho’s largest public relations agency, has added Alena Shea to its growing roster of public relations professionals. Shea will serve as an assistant account executive, dedicated primarily to working on the firm’s national health, nutrition and wellness client list.

Shea joins Red Sky as a recent graduate from Boise State University, with a bachelor’s degree in communication and an emphasis in public relations. She served as the financial manager of Public Relations Student Society of America (PRSSA). Her responsibilities as an officer included management of the budget, applications for funding, travel, and various other group activities.

Her previous public relations professional experience includes two summer internship stints with Monsanto, Inc. Her responsibilities included organizing a commercial video shoot, conducting focus group research, updating tour protocols, conducting oversight visits on Monsanto Fund major grant project and developing a network for Southeastern Idaho sportsmen.

A Soda Springs, Idaho native, Shea served as a United State Senate Page, sponsored by Senator Larry E. Craig during her junior year in high school. As a senior, she served as an Idaho State Senate Page, sponsored by President Pro Tempore Robert Geddes.

Red Sky Public Relations, Inc.

Red Sky Public Relations is Idaho’s largest 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