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NEWS RELEASE

The Women's Foundation of Colorado Announces Kim Sporrer Promoted to Director, Marketing & Communications

DENVER, COLO. (*December 31, 2013*) – The Women's Foundation of Colorado, a Denver-based nonprofit focused on building resources and leading change so that every woman and girl in Colorado reaches her full potential, announces the promotion of Kim Sporrer, APR to the position of Director of Marketing and Communications. Sporrer joined the organization in October 2012 as marketing and communications manager.

Since joining The Women's Foundation of Colorado, Sporrer has significantly heightened its communications efforts resulting in new donors and increased visibility and engagement. She is strengthening the organization's branding, expanding its overall communications campaigns, increasing social and traditional media presence, and also launched a new mobile marketing program and a new website. Sporrer supports strategic communications efforts for statewide investments, fundraising events and other priority initiatives.

She is Accredited in Public Relations (APR) and currently represents the Public Relations Society of America on the Universal Accreditation Board. Sporrer is also Immediate Past President of the Board of Directors for the Public Relations Society of America (PRSA), Colorado Chapter. She is also a Denver Metro Chamber Leadership Foundation *Impact Denver* Alumna.

About The Women's Foundation of Colorado

The mission of The Women's Foundation of Colorado is to build resources and lead change so that every woman and girl in Colorado achieves her full potential. We are committed to boldly leading systemic change to advance economic opportunity for all women and girls in Colorado; using research to build knowledge and guide action; building philanthropy that supports and champions women and girls in Colorado; demonstrating and promoting inclusiveness and commitment to a diversity of people, partners and ideas; and creating strategic partnerships through the state to service our mission. For more information, visit www.wfco.org or call 303-285-2960.

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