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**FOR IMMEDIATE RELEASE:**

**A.WORDSMITH WELCOMES SAVANNA ATHERTON AS PR ASSOCIATE & FIRM ADMINISTRATOR**

PORTLAND, Ore. (Jan. 6, 2017) — A. wordsmith, a Portland PR firm specializing in thought leadership and brand storytelling, announces the hiring of Savanna Atherton as PR associate and firm administrator.

Atherton joined A. wordsmith in July 2016 as an intern. In her new role, she will support ongoing client teams, manage numerous activities related to daily business operations, and develop firm-driven communication pieces. Atherton holds a degree in communications from Whitworth University. Prior to joining the A. wordsmith team, Savanna did in-house communications for a preparatory school and managed social media activity for an online magazine.

“We are thrilled to have Savanna join us in a full-time role at the firm,” said Ann Smith, president at A. wordsmith. “Over the past six months she has proven herself as an invaluable member of our team and we are excited to have her positive energy and smarts going toward client programs and our own business operations.”

**ABOUT A.WORDSMITH**

Since 2009 A. wordsmith has been providing strategic communication programs specializing in thought leadership, content marketing and strategic counsel for clients with complex stories to tell and manage. Our team is comprised of expert public relations practitioners, all of whom have deep expertise in media relations, corporate positioning, strategic writing, brand identity and marketing communications. Utilizing a variety of communication strategies, our specialty is implementing successful thought leadership PR programs that raise awareness of our clients as experts in their fields. Clients of A. wordsmith include ProKarma, Kavi, Micro-Pak, iFLY Portland, IDL Worldwide.

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