

FOR IMMEDIATE RELEASE

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Women 4 Women welcomes program and communications consultants and hires new media firm to create Women 4 Women's new "Front Door"

Louisville, KY (March 13, 2012) – Women 4 Women, a local non-profit organization dedicated to providing support to women and their families has hired Janet Fulton as Program Services consultant and Misty Cruse as the Marketing and Communications consultant for the organization.

"We are very excited about these new additions to our team," said Executive Director Gwen Cooper. "The passion and talent of both these women will prove very valuable to furthering our mission. And hiring Xstreme Media as our full service media firm will put the new look of Women 4 Women front and center in our community. The combination of Janet, Misty and Xstreme are sure to take Women 4 Women to the next level of fundraising and awareness.

About Janet Fulton

Janet Fulton, a resident of Jeffersonville, Ind., is an established coach, trainer, project manager and program developer. She is also the founder of *Fulton180*, a coaching, consulting and training practice to empower individuals, community leaders and organizations to embrace their lives and work with renewed passion and purpose. This strengths-based coach approach transforms and produces results.

During her career, Fulton has:

- Served as Senior Project Manager at National Center for Family literacy (NCLF) in Louisville, providing leadership for community-based literacy initiatives and English language learner products. She also managed the Family Legacy Learning program in Scott County, Indiana, with a focus on adult, parenting and interactive child/parent instruction.
- Served in the South Pacific with government officials, public school administrators, faith-based organizations, village leaders, adults and youths to develop and manage literacy programs in the Lau language

- Authored *Talking About Wordless Picture Books: A Tutor Strategy Supporting English Language Learners*. Co-Authored *Parenting for Academic Success: A Curriculum for Families Learning English*.

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About Misty Cruse

Misty Cruse, owner and president of CrusePR, is a Louisville native with deep roots in the community's public relations industry. After serving in government, corporate and agency public relations roles, Cruse went on to establish CrusePR in 2007.

CrusePR specializes in public relations, marketing and communications services for non-profit organizations throughout the community as a cost-effective alternative to full service agencies.

CrusePR has provided contract services to many area organizations, including Rotary Club of Louisville, American Cancer Society, Kosair Charities and Norton Healthcare. For more information about CrusePR, visit crusepr.com.

About Xtreme Media

Xtreme will work with Women 4 Women on a variety of projects including a completely redesigned Web site, scheduled to launch in late spring.

"Xtreme Media is a great woman owned company that really understands the mission and goals of Women 4 Women," says Cooper. "We're looking forward to working with them on a variety of projects."

Xtreme Media, LLC is a full service multi-media firm focused on innovative, portable and cost-effective web, social media, mobile, print and Internet marketing solutions utilizing the most current technology. Xtreme Media is also very community conscious, with President Lesa Seibert serving on the boards of Greater Louisville Inc., NAWBO Louisville, Idea Festival and the Louisville International Festival of Film. The company serves over 195 clients in 12 states.

About Women 4 Women

Women 4 Women is a non-profit organization based in Louisville. Founded nearly 20 years ago, the organization strives to empower women and girls in our community through the Women 4 Women Economic Self-Sufficiency Model which focuses on four key areas: health and safety, education and leadership, jobs and earnings, and social change and the single-parent economy. Women 4 Women believes that by empowering women and girls we are empowering entire family units and having a lasting impact on our community and future generations.

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