



NEWS RELEASE

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**Joyce Luhrs, Luhrs & Associates, Advised Nonprofit Leaders on
Public Relations at 2009 New Jersey Non-Profit Conference**

(Leonia, New Jersey; December 18, 2009)--Joyce Luhrs, President/CEO of Luhrs & Associates of Leonia, New Jersey, presented free one-on-one consulting on "PR & Publicity" to nonprofit leaders attending the Center for Nonprofits' 2009 conference, Ready, Set, Recover. Succeeding in the New Landscape. The event at the Crowne Plaza Monroe in Jamesburg, New Jersey, drew nonprofit leaders throughout the state and surrounding area.

A public relations and marketing specialist with over 20 years in the field, Ms. Luhrs participated in the Ask the Experts: One-on-One Consulting for Nonprofit Leaders sessions. During the sessions, she met one-on-one with nonprofit leaders and provided a free consultation and feedback about public relations, social media, and other issues that are of concern to their organizations. Previously, she provided nonprofits with public relations, marketing, and management advisement at the Craigslist Foundation sponsored Nonprofit Bootcamp and Advice-Link Ask the Experts sessions held in New York City.

Ms. Luhrs is the owner of Luhrs & Associates, a creative marketing, public relations, and management services company. She has extensive experience working with businesses and nonprofits to promote and increase their image and name recognition in various markets. Her company has spearheaded In the Community, an annual community service initiative. In 2008, the company sponsored linen, school supply and children's book drives to aid the Ramapough Lenape Nation and for several years. The initiative's projects have also included greeting card drives for community based art programs, linen collections to support domestic violence shelters, among others.

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About Luhrs & Associates

Luhrs & Associates provides creative marketing, public relations, and management solutions for businesses and non-profit organizations throughout the United States. Clients include celebrities such as Ron Ananian the Car Doctor™ heard on WOR Radio, businesses, schools, and non-profit organizations. Results are achieved with polished marketing and public relations strategies, plans, and campaigns; expert community outreach; program development and management; article development and placement; and management services.

For further information about Luhrs & Associates' services and programs, call 201-592-9126.

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