



*NEWS RELEASE*

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For Further Information: Contact Luhrs & Associates Media Relations Department,  
201-592-9126, press [at] luhrsandassociates.com

### **Luhrs & Associates President Named Public Relations Chair of Rotary Club**

(Leonia, New Jersey; September 24, 2009)—Joyce Luhrs, president of Luhrs & Associates, has been named Public Relations Chair and appointed to the Rotary Club of The Palisades, NJ's board of trustees. As the club's first public relations chair, Ms. Luhrs will oversee the newly chartered club's public relations efforts and promote its service projects and activities in the local community during 2009-2010.

Luhrs & Associates is a creative marketing, public relations, and management services company. Ms. Luhrs brings to the Rotary club extensive experience working with businesses and non-profits 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.

Ms. Luhrs earned a Bachelor of Arts degree from Oberlin College and a Master of Arts degree from Columbia University. She held a Leadership New Jersey fellowship and public policy fellowships from the University at Albany, State University of New York-Center for Women in Government & Civil Society, the City of New York and the Washington, D.C. based Institute for Educational Leadership's Education Policy Fellowship Program.

She has received numerous awards, including a New Jersey Women of Achievement Award from Douglass College and the New Jersey State Federation of Women's Clubs, a four-time Hispanic Scholarship Fund award, and several other honors.

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**Page two of two**

### **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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