



**For Immediate Release**

## **CITY NAMES NEW COMMUNICATIONS DIRECTOR**

SANDY SPRINGS – (August 25, 2011) – The City of Sandy Springs and The Collaborative, the City’s Communications services provider, are pleased to announce the hiring of Sharon Kraun, effective August 30<sup>th</sup>, as the new Director of Communications. Ms. Kraun will direct the full range of the City’s external and internal communications activities involving City departments, residents, businesses and others involved in the life of the City.

Ms. Kraun comes to the City with more than 25 years of experience as a communications professional. Her background includes eight years in the news media, including metro Atlanta outlets WGST Radio, WXIA TV and WSB TV. She spent 10 years as Marketing & Promotions Director for Eason Publications, publisher of Creative Loafing newspapers, before entering the public relations agency environment. In that setting, Ms. Kraun fulfilled the communications objectives of a number of brands, including Starbucks, Macy’s, Radiant Systems, and Jekyll Island.

“Sharon Kraun’s combination of experience in marketing, strategic communications, and journalism makes her superbly positioned to lead the City’s communications activities,” said Ed Shoucair, Executive Vice President of the Collaborative and Partner-in-Charge of the firm’s Sandy Springs Communications contract. “We are very pleased to have her aboard.” City Manager John McDonough said, “We are delighted to welcome Ms. Kraun to the Sandy Springs team. Her focus on creative partnerships will serve the City and our residents well.”

Ms. Kraun holds a B.A. in Journalism from the University of Alabama. She is a native of Atlanta, and currently resides in Sandy Springs.

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