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The Joyner-Walker Foundation, Inc. Selects Relations PR & Marketing as Public Relations Agency of Record

Tampa, FL July 2008 – The Joyner-Walker Foundation, Inc. a non-profit organization co-founded by former NFL Super Bowl Champion Seth Joyner has selected Relations PR & Marketing as agency of record, following a competitive agency review. The Florida based firm will be developing an integrated campaign for the Joyner-Walker Foundation's Par and Poker Celebrity Challenge for Charity event taking place during Super Bowl week in January 2009.

"Relations has the experience, skills and contacts necessary to accelerate the 2009 tournament to the next level of success," said Leonard Walker, Vice-President of the Joyner-Walker Foundation. "Relations clearly understands our mission, and we are looking forward to working with them."

Relations' campaign for the Joyner-Walker Foundation will include a multilevel public relations and special events initiative for the Par and Poker Celebrity Challenge for Charity. The firm plans to use its strong relationships with the local and national media to spotlight the Foundation and its goals. They will highlight the Joyner-Walker Foundation's well-deserved and undisputed reputation as one of the most creative and exciting charitable foundations in the country.

"We are thrilled to add them to our roster of prestigious clients," said Robin Adkins Vosler, CEO of Relations PR & Marketing. "It is our honor to spread the word about such an outstanding organization."

About Relations PR & Marketing

Relations PR & Marketing is a leading full service public relations firm specializing in PR, marketing, and special events. Since its inception in 2005, Relations has helped countless clients develop and deliver their message to both local and national media. Services include, but are not limited to, development of integrated marketing and branding plans, writing and distribution of press releases and media alerts, design and creation of marketing and promotional materials, special events marketing, and reputation management.

About The Joyner-Walker Foundation, Inc.

The Joyner-Walker Foundation, Inc. is a non-profit organization founded by Super Bowl champion Seth Joyner, professional golfer and NCAA champion Andy Walker and his brother Leonard Walker. The organization is dedicated to providing life skill programs to assist high school and college students in a way to prosper and be self-sufficient. They feel it is their responsibility to equip students with the tools necessary to succeed in life. They believe the best gifts we can give students are an education and the means to channel that education through real-world experiences and application, and this is by teaching proper management. The foundation's flagship program is financial literacy and consists of the necessities of money management that are not taught in general education, but combined with education, can lead to the road of prosperity and heightened self-esteem. By providing these life skill programs, the foundation hopes to help those who want to help themselves.

www.parandpoker.com

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