



FOR IMMEDIATE RELEASE

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For more information, contact:

Tyler Dustin, GlynnDevins, 913-317-2202
tdustin@glynndevins.com

**GLYNNDEVINS ANNOUNCES
EXECUTIVE CREATIVE DIRECTOR**

***Kirk Kirkpatrick Brings 30 Years of Successful Brand Building to
Top Senior Living Agency***

OVERLAND PARK, Kan.: GlynnDevins Advertising & Marketing announces the addition of Kirk Kirkpatrick as executive creative director for the agency, which specializes in the field of senior living. With more than 30 years of experience developing well-known brands such as McDonald's, Walmart and Time Warner Cable, Kirkpatrick will lead GlynnDevins' Creative Department.

"Kirk's experience and creative approach will add even more depth to our team," said Jim Glynn, principal, GlynnDevins. "The track record of success he brings will help us continue to help our clients grow."

Prior to joining GlynnDevins, Kirkpatrick has held leadership positions at Young & Rubicam, D'Arcy Masius Benton & Bowles and Bernstein-Rein, and most recently served as partner and chief creative officer at Tonic, in Kansas City, Mo. He's won many creative awards, including a CLIO, One Show, RACie, National Gold Addy, San Francisco Art Director's Club and New York Art Director's Club.

"In my career I've found that no matter what your product or service, advertising must make an emotional connection with the audience," said Kirkpatrick. "I'm excited to work with the leadership team and creative staff at GlynnDevins to continue to make that happen."

GlynnDevins, founded in 1987, specializes in occupancy solutions for senior living communities across the country. Equipped with a broad range of experience, GlynnDevins offers consultation in strategic planning, creative, public relations, digital, media planning and direct mail to help its clients succeed. The agency is a member of the American Association of Advertising Agencies. For more information, visit www.glynndevins.com.

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