



News Release

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GIRL SCOUTS OF GREATER ATLANTA WELCOMES NEW VICE PRESIDENT OF DEVELOPMENT, MARKETING AND COMMUNICATIONS, GARY W. KEY

ATLANTA, June 11, 2009 — Girl Scouts of Greater Atlanta, Inc. is pleased to welcome the addition of Gary W. Key as the vice president of development, marketing and communications. Key brings with him 29 years of successful experience in fundraising, public relations, marketing and senior administrative management for non-profit organizations. His efforts for major medical centers, higher education and medical education institutions have yielded cumulative results in excess of \$175 million.

“Gary brings a unique blend of development expertise along with proficiency in brand management, communications and public relations,” says Marilyn Midyette, chief executive officer for Girl Scouts of Greater Atlanta. “We are delighted to add another strong professional to our team and are looking forward to his immediate impact.”

Key earned his Bachelor of Arts degree in communications with an emphasis in public relations from California State University, Fullerton, beginning his career with the American Cancer Society in Orange County, Calif., as the director of public relations. Most recently, Key has served as president of Key Consulting Group, LLC in Atlanta, with prior positions including vice president for advancement with The Fund for Theological Education as well as two tours of tenure serving as vice president for institutional advancement for Morehouse School of Medicine in Atlanta where he raised more than \$45 million to support medical education, research and community health programs.

Prior to moving to Georgia in 1998, Key served for 18 years in the capacity of senior vice president of development and chief operating officer for several large medical centers in southern California, including Saddleback Memorial Medical Center, San Antonio Hospital Foundation and St. Francis Medical Center.

In accepting his new position, Key stated, “I’m excited to join the team of committed staff and volunteers at Girl Scouts of Greater Atlanta. I look forward to forging new partnerships and building new relationships as we work together to increase awareness and support for the organization.”

About Girl Scouts of Greater Atlanta, Inc.

Girl Scouts of Greater Atlanta, Inc. serves approximately 40,000 girls and over 17,700 adult members in 34 counties in the greater metropolitan Atlanta area, northwest Georgia and Polk County, TN. Girl Scouting's mission is to build girls of courage, confidence and character, who make the world a better place. For more information on how to join, volunteer or donate to Girl Scouts of Greater Atlanta call (800) 771-4046, or visit www.girlscoutsofgreateratlanta.org. For information on the national organization visit Girl Scouts of the USA's Web site at www.girlscouts.org.

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