



MessageMakers

experiences that transform

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FOR IMMEDIATE RELEASE:

MATT PENNIMAN JOINS MESSAGEMAKERS AS WRITER & WEB DEVELOPER

Lansing, Mich. (June 8, 2011) - MessageMakers welcomes Matt Penniman as its new writer & web developer.

Penniman has worked with MessageMakers on a contract basis for some months, writing scripts for Fortune 500 company executives, association executives, and more to perform at high-profile events; creating new instructional content for training courses reaching 3,000 participants this year; and developing several websites.

He has 11+ years of website development experience designing usable, focused websites for small business and nonprofit clients. He has also coordinated clients' social media networking and marketing efforts.

Penniman is co-founder of the Capital Area Community Media Center, a local 501(c)3 nonprofit organization, and the chair of the Lansing Cable and Telecommunications Advisory Board. As such, he has 8 years of community technology and communications experience.

His graduate work in Michigan State University's Digital Rhetoric and Professional Writing program gave him a broad basis of knowledge about various means of communicating in online and print formats.

MessageMakers is a full-service production company specializing in live events, video production and learning programs - and, ultimately, producing experiences that transform. The company has won over 40 awards for its work and community efforts over the past decade. For more information about MessageMakers, visit www.messagemakers.com.

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