



For Immediate Release:

## **Ascension Public Relations Brings Media Communications Expertise to Catholic Ministries and Businesses**

**DALLAS, TX – January 28, 2010**...Ascension Public Relations ([www.ascensionpr.com](http://www.ascensionpr.com)) today opened its doors to offer strategic media communications expertise to Catholic ministries and businesses. The Agency's mission is to partner with Catholic organizations to expand their ministry, increase their visibility and awareness among influential audiences, and to bring the best resources to the Catholic community.

President and Founder Monica Hildebrand has more than 20 years experience in public relations. Prior to owning her PR agency, she worked with such companies as Embassy Suites Hotels, Promus Hotel Corporation and FelCor Lodging Trust Incorporated as a communications expert. In 2007, she founded Monica Hildebrand Communications ([www.mhcpr.com](http://www.mhcpr.com)), a public relations agency, and this year, Ascension Public Relations, a faith-based public relations agency.

"The Catholic community is brimming with people and organizations who are doing amazing deeds to increase God's kingdom," said Monica Hildebrand, president of Ascension Public Relations. "Typically their 'story' is confined to a limited audience. Our goal is to partner with Catholic ministries and businesses to share their success and product and service offerings on a national and regional landscape.

"I believe that my 20 years in corporate public relations was preparation for what I am now doing. I also humbly believe that God has called me to this vocation and "to tell *HIS* story to the world," Hildebrand adds.

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An organization's communications strategy is critical to its success and visibility among key stakeholders. From Rome to the United States, the Catholic community is embracing the value and impact of harnessing the media's reach and influence. On January 24<sup>th</sup>, the Feast of Saint Francis de Sales, Benedict XVI's papal message for World Communications Day noted, "Church communities have used the modern media for fostering communication, engagement with society, and increasingly, for encouraging dialogue at a wider level...the increased availability of the new technologies demands greater responsibility on the part of those called to proclaim the Word, but it also requires them to become more focused, efficient and compelling in their efforts."

Ascension Public Relations is committed to helping Catholic ministries and businesses answer this call.

### Ascension Public Relations

Ascension Public Relations is a faith-based public relations agency that provides strategic communications expertise to help Catholic ministries and businesses define, develop and communicate their messages to influential audiences, build relationships with journalists and tell their story.

Ascension Public Relations' services include public relations, marketing, graphic design, event management, advertising, brand identity, website development, video communications and social media communications.

For more information, visit the Company's website at [www.ascensionpr.com](http://www.ascensionpr.com) . Ascension Public Relations also can be found on Facebook and on Twitter at <http://www.twitter.com/AscenPR> .

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