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Icon Media Group Announces Two New Hires Nashville-Based PR Firm Adds Hospitality Industry Pro and Administrative Assistant to Team

Nashville, Tenn. (February 22, 2016) – Icon Media Group announces they have hired two new team members, increasing the company’s staff to eight. The firm has hired Carrie Lynn as publicist; she will join the company on March 1. Lynn spent 15 years in the hospitality industry, most recently with the Four Seasons brand where she served for seven years at the luxury hotel chain’s Five Star, AAA Five Diamond award-winning property in Jackson Hole, WY.

“Carrie is a talented communicator who brings a unique and valuable set of skills to the Icon team,” said founding partner, Paige Collins. “We are excited to utilize her in serving our existing clients, while expanding our reach to include additional focus on the hospitality industry.”

Melissa (Lisa) Ellison also joins the company as administrative assistant, with specific focus on publishing projects. Lisa has more than 20 years experience serving as an administrative and human resources assistant in the financial and manufacturing industries.

“The addition of Lisa to our team will provide a solid support system as we continue to grow, and will also allow us to better serve our publishing clients,” said co-founder Shanon Stowe. “Her professionalism and tenacity are unmatched.”

Icon Media Group is a Nashville-based PR firm specializing in marketing and media relations for faith and family values brands, films, books and non-profit organizations. Recent successes have included the box office hit WAR ROOM, which became the number one movie in America in September 2015, and led in DVD sales in January 2016, and the #1 Independent Film of 2014, GOD’S NOT DEAD, which shocked the film industry by grossing more than \$100 million worldwide.

Icon recently launched the *New York Times* bestsellers *Imagine Heaven* by John Burke, *Fervent* by Priscilla Shirer, and Joel Osteen’s *The Power of I Am*. Icon has also represented various cookbooks including *The Dashing Dish*, *Southern Cooking for Company*, *The Outdoor Table* and *New Southern Table*.

Icon’s client roster has included: Sony/Affirm Films, Provident Films, One Media, PureFlix, Convoy of Hope, Preemptive Love Coalition, Joel Osteen Ministries, American Bible Society, Zondervan, Thomas Nelson, Howard Books/Simon & Schuster, Waterbrook Multnomah/Penguin Random House, David C Cook, Baker Books, Bethany House, Moody Publishers, Worthy Publishing, B&H Publishing Group, and Hachette Book Group.

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Beginning March 1, Carrie Lynn can be reached at carrie@iconmediagroup.com and Lisa can be reached at lisa@iconmediagroup.com.

For more information about Icon Media Group, visit www.iconmediagroup.com.

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