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***For Immediate Release***

**Henry Schafer Partners Hires Christine Tsang as  
Account Executive/Social Media Specialist**

**Minneapolis** (December 19, 2011) - Henry Schafer Partners ([www.henryschafer.com](http://www.henryschafer.com)) announced today that Christine Tsang has been hired as an account executive and social media specialist for the marketing and public relations firm. She will work in media relations, advocacy and social media for the firm's business and nonprofit clients.

Christine received a B.A. degree in journalism from the University of Minnesota. She previously was an intern at Henry Schafer Partners before graduating from the University in 2010. She also worked as public relations intern at LifeScience Alley in the areas of communications and special events. Christine was most recently employed by Martin Williams, an advertising and public relations firm.

Henry Schafer president, Joanne Henry, said, "Christine's social media and other communications skills will be a valuable addition to our client work. She also brings expertise in special events and community projects that are important to our broad community engagement work."

Henry Schafer Partners provides full service communications and marketing consulting services to business and nonprofit organizations. Some of the firm's clients include Career Quest Learning Centers, Wellington Management, Inc. Hunger-Free Minnesota, City Running Tours and Erik's Ranch & Retreats. The company has a focus area on increasing awareness, advocacy and advancing partnerships. The firm also manages a business/nonprofit breakfast program, the Common Good Breakfast series.

More information is at [www.henryschafer.com](http://www.henryschafer.com) or [www.prforgood.org](http://www.prforgood.org).

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