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## FOR IMMEDIATE RELEASE

### **MORE INFORMATION**

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### **Need Him Ministries names Caralee Gurney as Director of Development**

**Dallas, TX - June 15, 2009.** Need Him Ministries is pleased to announce the addition of Caralee Gurney to the staff as Director of Development. Gurney brings more than 15 years of marketing, development, and community relations experience to the ministry. A longtime Texas resident and a graduate of Baylor University with a BA in Journalism, Gurney sees this opportunity as a fulfillment of a calling to missions she experienced as a young teenager. "I am thrilled with the opportunity to be a servant with Need Him Ministries. I have had a desire to be in ministry since the age of 13 when I made a decision to get involved in missions while attending a Baptist youth camp in Glorieta, New Mexico. It is exciting to know that 98% of Need Him donations go directly towards reaching others for Christ."

Drew Dickens, Executive Director of Need Him Ministries, commented, "We've been praying about adding a Director of Development for several months. We knew that the right person was out there and we believe that Caralee is just the person God has called to our staff."

Gurney's responsibilities will include seeking out and meeting with potential donors - individuals and businesses - that share a desire to reach the world for Christ. "As an Air Force-brat, I have had the opportunity to meet many people from many places. I am excited about the ability to reach those people and more through this amazing ministry. It will be incredible to share the Gospel of Jesus Christ with all people using all forms of media and providing an opportunity for them to respond. I could receive a call from anyone across the globe!"

Her community involvement and prior professional experience will serve her well in this position. Gurney's professional résumé includes serving as the Community Educator for the Collin County Children's Advocacy Center, the president of Creative Concepts Marketing Group, and most recently Director of Public Relations for Boys & Girls Clubs of Collin County. Gurney is an active member of the Junior League of Plano, a graduate of Leadership Plano, and serves on the public awareness subcommittee for the ABC Coalition in Collin County. Gurney and her husband, Jeff, and their son are members of Parkway Hills Baptist Church and make their home in Plano, TX.

*Need Him Ministries began in 1996 as a partnership with the Billy Graham Evangelistic Association, Campus Crusade for Christ, Moody Bible, and several other evangelical ministries. Need Him Ministries was created to provide an evangelism response strategy to enable anyone to speak live with a trained volunteer about how to begin a personal relationship with Jesus Christ. More than 1200 radio and television stations, billboards, and newspapers across the United States promote the special call-in number (888-NeedHIM) and website (needhim.org).*