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Alicia Adams Joins Pacific Press Team as Director of Marketing

Nampa, Idaho (July 23, 2019) — Alicia Adams joined the Pacific Press Publishing Association team as its Director of Marketing July 15 after serving as an in-house book editor since June 2018. Before moving to Idaho, she was associate director of communication for the Pacific Union and editor of the *Recorder* magazine for 15 years.

“Working at the Press felt natural, like coming home,” says Adams. “Pacific Press has printed the magazines I’ve edited for the past 20 years, so the team here already felt like family.”

In the past, the denominational publishing houses have focused their marketing efforts on Adventist Book Centers and camp meeting attendees. Pacific Press has a strong team in place for those services. However, many members don’t have a nearby ABC, and fewer families are able to attend camp meetings.

To fill the gap, Adams will focus on serving individual Adventist church members, making sure they are aware of Pacific Press’s new books, award-winning magazines, and other helpful products and printing services. “Editing our books for the past year has been a privilege, and that experience lit a fire in me for making sure that our church members know about the inspiring, life-changing content that comes through these doors,” Adams says.

Adams has a bachelor’s degree in journalism and public relations from Southern Adventist University and a master’s degree in religion from the Seventh-day Adventist Theological Seminary at Andrews University.

Pacific Press® is the official publishing house of the Seventh-day Adventist Church in North America. It produces as many as 75 new books each year, manages six in-house magazines, and provides printing services for hundreds of projects, including many union magazines, Sabbath School Quarterlies, tracts for sharing, literature evangelism books and magazines, self-published materials, and much more. To learn more, visit pacificpress.com.



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