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**FOR IMMEDIATE RELEASE**

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## **The Word Guild Announces New Executive Director** *Advancing opportunities for writers and editors who are Christian.*

**Canada** - The Board of The Word Guild (TWG) is pleased to announce the appointment of Ruth Thorogood to the position of Executive Director. Ruth brings a diverse skill set to the position, along with a breadth of experience in management and organizational growth. With her extensive background, she has proven successful at growing businesses, expanding brand reach, optimizing budgets, and delivering results together with her teams.

Board Chair John Irwin said, "The Board of Directors is pleased to welcome Ruth Thorogood to this position. We believe this is an exciting step forward for our organization. Her fresh perspective and depth of skills will add value to the membership, increasing potential for growth and expansion as a national organization. The board would like to thank the membership for their patience during this process and extend our sincerest thanks to the prayer team who have been faithfully praying throughout this time."

"I am delighted to be joining The Word Guild as Executive Director," Ruth said. "TWG was founded to create opportunities and raise the profile for Christian writers and editors. In the midst of turbulence around the world, God's message of mercy, peace and forgiveness stands in stark contrast. As a body of believers who understand the power of His love, it is our responsibility to ensure that the message is sent and epitomizes the character of the One who sent it."

TWG takes seriously its role in this calling. It is an honour to lead the TWG team as we work to advance the standard of services, opportunities and events for members and non-members alike. As well we will be working to expand opportunities in other provinces through collaboration with members, organizations and various denominations as represented in the membership. Join us as we together impact our culture with His Word that has the power to influence and change lives."

Ruth has been building and managing brands for over 20 years. She opened her first business in Strathroy, ON in 1994 and later expanded Toronto. Her teams have served a wide variety of industries. With the company's various successes she enjoyed the privilege of working with several foundations, charities and non-profit organizations, including The Canadian Medical Hall of Fame, Victim Services, Big Sisters and World Vision - Kenya. In 2011 she enjoyed taking a more relaxed roll at TravelEdge in Toronto as Senior Brand Manager overseeing six of their travel brands. The move created the opportunity to write and spend more time with her husband and teenage sons.

Having grown up as a missionary child in Congo, Ruth comes from a cross-cultural, multi-denominational background. In the midst of desperate circumstances, she experienced what can happen when Christians come together with a unified passion for God. With Him there is always possibility for change and renewal in the midst of unspeakable challenge. She attributes her successes to the redeeming power of God and demonstrates that in her outlook for the future of TWG and for our nation.