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**FOR IMMEDIATE RELEASE**

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## **The Word Guild Announces New Executive Director**

*Advancing the services, opportunities and events for members.*

**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 for, and raise the profile of, Christian writers. As an entrepreneur and business writer, I am very aware of the needs, challenges, and opportunities for quality Christian influence in our society.

God has placed an incredible call on each of our members. It is our job to support and strengthen each member in that calling. To better facilitate that, the TWG team will be advancing the quality of the services, opportunities and events for our members. As well we will be working to expand representation in each of the provinces. We ask for your patience and support as we move forward. We will be praying alongside you as we focus in on immediate needs and implement changes for exciting developments ahead."

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 Bible studies and spend more time with her teenage sons.

Having grown up as a missionary child in Congo Ruth comes from a cross-cultural, multi-denominational background. She is a fast-paced, goal-oriented individual who believes we serve a God of unlimited possibilities and each have a personal responsibility to fulfill His commission. These qualities come out in who she is and what she does. Throughout most of her career Ruth has maintained strong passion for and involvement in her local community and church. Where needed, she readily serves whether it is on a board, leading a fundraising campaign, scrubbing chairs on clean-up day or fixing and cleaning washroom stalls. As a leader she is passionate about serving others in fulfilling their calling.