



ALDAY COMMUNICATIONS

I N C O R P O R A T E D

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ALDAY COMMUNICATIONS ADDS BOCLAIR AS SENIOR ACCOUNT EXECUTIVE

FRANKLIN, Tenn. – Tammy Bocclair has joined public relations and marketing agency Alday Communications, Inc. as senior account executive, announced Mike Alday, president. Bocclair, formerly assistant sports information director at Vanderbilt University, will work mainly with the agency’s sports clients including The PGA of America and GolfTEC.

“Tammy has a reputation nationally for being an outstanding public relations professional,” said Alday. “We were looking for someone with a very specific skill set and she is a perfect fit. We interviewed candidates from New York to Florida but we were fortunate enough to find Tammy right here in Nashville.”

Bocclair is a 20-year veteran of sports media relations. She is a past president of the College Sports Information Directors of America (CoSIDA) and also serves on the NCAA Women’s Basketball Final Four Media Coordination Committee, the College Football Hall of Fame Selection Committee and the Sports Nashville Advisory Board. She is a graduate of Stephen F. Austin State University in Texas.

Founded in 1994, Alday Communications, Inc. is a nationally competitive, full-service public relations and marketing agency located in Franklin, Tenn. Specializing in strategic communications, ACI serves clients of all sizes across a variety of industries and has special expertise in the industries of golf, footwear, publishing, sporting goods and gardening. For more information, visit www.aldaycommunications.com.

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