

## **USApple Announces New Communications Director**

*Lynsee Gibbons is an association veteran with more than a decade of Washington-based strategic communications experience*

Falls Church, VA (May 10, 2023) —Today the U.S. Apple Association announced Lynsee Gibbons as its new Director of Communications. Gibbons' strong background in food advocacy work will help advance the association's goals.

"Lynsee is a powerful addition to the USApple team. Her professionalism, energy, skillset and experiences will contribute greatly to the continued success of this association and its role as the national voice of America's favorite fruit," said USApple President and CEO, Jim Bair.

Prior to joining USApple, Gibbons served as Manager of Corporate Marketing and Communications at Golden Key Group, where she started and directed the professional services company's in-house marketing and communications team. Prior to that, she spent nearly a decade at the National Fisheries Institute (NFI) where she held multiple communications roles over her tenure. In addition to a robust traditional media profile, she launched and managed the association's multimedia and digital operations.

"I'm thrilled to join the dynamic USApple team," said Gibbons. "My heart is in advocacy work, and I look so forward to getting to know USApple members and helping advance the goals of such an iconic industry. Communicating the fundamental importance of things like nutrition, agricultural labor, and trade are just a few of the things that drew me to the position."

In this role, Gibbons will manage a portfolio of policy, consumer, and crisis communications. She will develop valuable tools and resources for USApple's membership and oversee the successful NextGen Fellowship program and Apples4Ed, the organization's signature school grant program.

She begins her duties on May 23, 2023.

Gibbons holds a Bachelor of Arts in Corporate Communications from James Madison University's School of Media Arts and Design.

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