

**Media Contacts:**

Deborah Ward Buks

713-869-0707

[dbuks@wardcc.com](mailto:dbuks@wardcc.com)

**WARD, BOOKER/HANCOCK JOIN FORCES**

**LYNN HANCOCK NAMED WARD SENIOR VICE PRESIDENT**

HOUSTON (May 14, 2014) – Lynn Hancock, APR, principal of Booker/Hancock and Associates, LLC, is joining forces with Ward, a fast-growing, award-winning, top ten Houston-based public relations and marketing firm, assuming the role of Senior Vice President at Ward.

As principal of Booker/Hancock, Hancock has worked with major corporations and their executives and key staff to increase awareness of significant projects, events and issues both regionally and nationally. A seasoned public relations professional with more than twenty-five years of corporate experience, she has managed complex energy transportation and multi-jurisdictional projects. She has developed and implemented strategic public and community relations programs for oil and gas, environmental services, economic development, architecture/engineering/construction, law firms, real estate, healthcare and not-for-profit clients including: Exxon Mobil Corporation, TransCanada, H-E-B Grocery Company, Schlumberger, Waste Management, FKP Architects and Memorial Hermann Healthcare System.

“Lynn Hancock’s knowledge and experience will be a significant addition to Ward and our clients,” said Deborah Buks, president of Ward. “Ward and Booker/Hancock have worked closely together in the past and have had similar client bases. After many years as formidable competitors where sometimes Ward won the account and sometimes Booker/Hancock did, we began working together on projects last year. The mutual respect and work product made us realize the next logical step was to combine our expertise under the Ward brand,” Buks concluded.

**About Ward**

A Houston-based public relations firm and partner of the international Worldcom Public Relations Group, Ward causes communication, both internal and external, that causes intended results through media relations, community relations, crisis communications, employee relations, social networking, marketing communications and more. The award-winning Texas public relations firm serves business-to-business and consumer

clients. Founded in 1990, the firm has experienced steady growth and gained a reputation for producing excellent results with a strong commitment to client service. Visit [www.WardCC.com](http://www.WardCC.com) for more information.

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#### **About Worldcom Public Relations Group**

Worldcom Public Relations Group is the world's leading partnership of independently owned public relations firms, with 140 offices employing 1,900 staff in 111 markets across six continents. In total, Worldcom partners reported combined revenue of US\$343 million last year from 3,286 clients, with some 80 Worldcom partner firms sharing business referrals across 90 clients. Established in 1988, the group was formed so that the strongest, most capable independent firms could deliver immediate impact and sustained value through the intelligent use of communications – wherever in the world a client needs support. Partners serve national, international and multinational clients, while retaining the flexibility and client-service focus inherent in independent agencies. Through Worldcom, clients have on-demand access to in-depth communications expertise from professionals who understand the language, culture and customs of the geographic areas in which they operate. [www.worldcomgroup.com](http://www.worldcomgroup.com)

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