

FOR IMMEDIATE RELEASE

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## InterVarsity Press Hires New Publicity Manager

**Downers Grove, IL**—InterVarsity Press, a leading publisher of thoughtful Christian books, is pleased to announce the promotion of Heather Mascarello to publicity manager. Mascarello has been with InterVarsity Press for over four years, most recently working in international sales. In her new role, she will be focusing on publicizing InterVarsity Press books through print media, giving special attention to international and academic markets.

Jeff Crosby, director of sales and marketing, says, “Through her work in international sales Heather has demonstrated an ability to match IVP books in a strategic way with our key trading partners. I have no doubt the same will be true as she now turns her focus toward linking IVP Books, IVP Academic and IVP Connect titles to appropriate media.”

Mascarello earned her undergraduate degree in English literature from Northwestern University in Evanston, Illinois.

Founded in 1947 as an extension of InterVarsity Christian Fellowship/USA, InterVarsity Press serves those in the university, the church and the world by publishing thoughtful Christian books that equip and encourage people to follow Jesus as Savior and Lord in all of life.

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