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For Immediate Release

CASTING THE NET FAR AND WIDE: CHURCHES, NON-PROFITS, AND OTHER CAUSE-CENTRIC ORGANIZATIONS LEARN THE POWER OF MARKETING

The Winn Group's Founder, Shaun Winn, brings 12 years of Marketing Experience to the Masses Via a National Faith-Based Simulcast

DALLAS, TX—January 23, 2009—Shaun Winn, a marketing veteran and founder of [The Winn Group](#), spoke before a nationwide audience of hundreds this past week (January 23, 2009) during the simulcast broadcast of the “True Worship” seminar, a precursor to the nationwide debut of the Worship Summit ([WorshipSummit.com](#)) in March. This mountaintop event is being billed as the “largest worship training event ever” and it’s undertaking is to instruct worship leaders how to breathe new life into their services and make their local churches a more vital and active part of their communities and the world.

Produced in association with [CCN](#) and [Integrity Music](#), the “True Worship” broadcast (hosted by Bill Dallas president of the Church Communication Network) featured several keynote speakers including Shaun Winn, Ross Parsley, Rod Arnold, and Bob Rist. Topics ranged from Ross’s speech about writing up-to-date Christian music, to Shaun’s which focused on reaching out into the community at large to proactively promote the local churches’ distinct mission. The simulcast was targeted directly toward worship leaders with the intention of getting them and their audiences ready for the March broadcast.

Being an expert in the field, Winn spoke on how churches can take an active role in marketing themselves to new audiences, increase their visibility, and establish a solid communal and worldwide footprint. With over 12 years in the industry Winn uses adaptations of traditional methods that non-profit organizations often overlook to help those “cause-centric and religious organizations maximize their potential”

Winn began his marketing career in Seattle, Washington with the International Humanitarian Relief Organization where he worked within their global teen program *30 Hour Famine*. During his 8 year tenure with [Teen Mania Ministries](#) Winn actively participated in hundreds conferences and spoke to thousands of teens and their worship leaders about living life as a young Christian and adapting ministry to their way of life.

Shaun moved to Texas and in 2007 created [The Winn Group](#), dedicated to bringing high-powered advertising techniques and abilities to non-profit organizations that may not have the funding or the knowledge to successfully compete with larger organizations for a share of the public consciousness. Shaun states the company’s goal succinctly: “it is our mission here [at The Winn Group] to help our clients promote their amazing purpose and become more effective communicators of *their* missions.” Winn goes on to say that “traditional marketing techniques don’t have to be excluded when the client is a faith-based organization or a non-profit, they just have to be adapted to fit the media, the audience, and the client’s own ideals.” Though Shaun admits overcoming traditional ministry mindsets while maintaining solid core values during the marketing process may seem contradictory to some, “that’s exactly why it is critical that The Winn Group’s attitude, beliefs, and values align with those of our clients.”

[The Winn Group](#) is based in Dallas, Texas and has received several awards and accolades for their unique services including PIA Awards and recognition by the DSVC. Competing against thousands of other hopeful contestants, Shaun and The Winn Group have won several [Addy Awards](#) including a national award in 2004. The services the Winn Group offers range from consulting, to marketing strategizing, to

partial or total project management. Shaun Winn can be reached via the Winn Group's website:
<http://thewinngroup.net>.

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