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For additional information, contact:
Tricia Jaworski
Morningstar Communications
913.660.9659
tjaworski@morningstarcomm.com

Katy Briggs
Willoughby Design
816.979.3011
kbriggs@willoughbydesign.com

**Willoughby Design Adds New Design Director
and Account Manager**

Kevin Garrison and Jessica Simecka Join Kansas City-based firm

KANSAS CITY, Mo. – Willoughby Design announces the addition of two new professionals to its strategic brand design and innovation firm, located in Westport, Mo. Kevin Garrison joins the firm as design director and Jessica Simecka joins as an account manager.

Kevin Garrison brings his strong retail and brand design expertise to Willoughby clients, including Hostess and New Leaf Paper. With nearly 20 years of experience, Garrison is a master at creating engaging designs, including those for in-store signage, integrated branding campaigns, catalogs, annual reports, direct mail and packaging. Garrison will apply his extensive background working with clients such as Wal-Mart, Harold's, McDonalds and Beauty Brands to his new position.

“Kevin’s retail experience and design aesthetic make him a perfect fit for our client roster and new business efforts,” said president and chief creative officer Ann Willoughby. “With the addition of Kevin and Jessica, we continue to steer the firm on a clear path for growth.”

Jessica Simecka lends her experience to Willoughby’s own marketing and public relations efforts, as well as to the firm’s retail accounts. A graduate of The University of Kansas, she holds a bachelor’s of science in journalism. Simecka brings solid communication, marketing and project management skills to the firm. Her past work includes advertising and marketing for Sprint and Free State Brewing Co.

About Willoughby Design

Willoughby Design is a strategic brand design and innovation firm. Founded in 1978, the company lists among its clients Hallmark, Peruvian Connection, Hershey's, Wonder Bread, United Nations and the Kauffman Foundation. The Kansas City-based firm is a member of AIGA, the professional association for design, and the American Advertising Federation. Willoughby is also a certified Women Owned Business. More info: www.willoughbydesign.com.

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