FOR IMMEDIATE RELEASE

Orlando Rowing Club Names Kim Taylor President

MAITLAND, Fla. (February 21, 2013) – Kim Taylor, vice president and partner of Curley & Pynn Public Relations & Marketing Communications, takes a seat and grabs the oars as the newly elected president of Orlando Rowing Club (ORC).

Taylor has been a member of the nonprofit Club since 2010 and is passionate about sharing the sport with others. As president, she aims to extend the Club’s community involvement. Taylor hopes to start a rowing program for underprivileged youth.

“Rowing requires focus and discipline – two important qualities in high-achieving kids,” said Taylor. “ORC offers an opportunity to learn something new and different while encouraging best practices in and out of the water.”

Healthy living, self-discipline and the unique camaraderie that only comes from being part of a team are among these best practices. These important values and experiences are why ORC has become an established and praised community club since its founding in 1968. Nearly 100 members strong, the club has been recognized nationally as the 2012 Club Team Points Winner at Head of the Hooch, a regatta in Tennessee hosting more than 1,600 participants.

In addition to her leadership role with ORC, Taylor is also co-founder of and a contributor to Pulse of Central Florida, a popular local blog about Orlando’s entertainment, food and music scene. She has also served as a board member of doterati, a Central Florida interactive marketing, media and technology association.

About Orlando Rowing Club
Orlando Rowing Club is a 501(c)(3) organization promoting the sport of rowing and paddling to the Central Florida community since 1968. The organization offers competitive and recreational rowing at every level, including learn to row programs, dragon boating and team-building events. For more information, visit www.OrlandoRowingClub.com.

About Curley & Pynn
Founded in 1984, Curley & Pynn provides counsel and advice and total program management to Florida professionals and corporate clients who recognize that in today’s business environment it is essential to communicate with all who have an interest in their success. Curley & Pynn is the Central and North Florida affiliate of MSLGROUP Americas, one of the world’s largest public relations firms. For more information, visit www.TheStrategicFirm.com.

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Curley & Pynn President Roger Pynn recently joined the board of directors for the Florida Research Consortium. The statewide organization is dedicated to strengthening Florida’s innovation economy by promoting research commercialization and the development of a skilled workforce.