



FOR IMMEDIATE RELEASE

Media Contact:

Lisa Woods
443-263-1809
cherriew@maamc.org

Cherrie Woods named Director of Marketing and Public Relations at the Reginald F. Lewis Museum

January 22, 2009 – Baltimore, MD — Cherrie Woods, a veteran communications professional has been named the **Director of Marketing and Public Relations** at the Reginald F. Lewis Museum of Maryland African American History and Culture in Baltimore, MD. She began work in that position on January 12, 2009. In her new post at the museum, Woods will be responsible for the development and implementation of its strategic marketing and public relations plans. She will also oversee the museum's market research, publications, website, and the promotion of special events, programs and exhibits.

Most recently, Woods has served as a public relations executive consultant to Ntouch Communications Group in Southfield, MI, where she serviced the Ford Motor Company Fund, the philanthropic arm of Ford Motor Company, along with other agency clients. Her most recent accomplishment was conducting publicity for the travelling exhibition, *Freedom's Sisters.* Prior to working with Ntouch, Woods spent six years with the Detroit Institute of Arts (DIA) where she executed a myriad of communications tasks including public relations and marketing for the museum's exhibitions and programs; served as one of the founding members of the museum's Community Outreach Department; sat on the Reinstallation Team; and served as the internal communications specialist for the museum.

While in Michigan, Woods also served as the president and one of the founding members of the regrouped National Black Public Relations Society, Detroit Chapter from 2005-2007. She is also a member of the Public Relations Society of America, and the Association of African American Museums.

Having an affinity for arts and culture, Woods has provided public relations consultant services to the Stratford Shakespeare Festival, Charles H. Wright Museum of African American History, Detroit Puppet Theater, Poor Man's Art Collective, and the Essence of Motown Literary Conference.

Woods has completed a B.A. Degree from St. Mary's University in Nova Scotia, Canada. She has also completed a Graduate Certificate in Human Resources Management from George Brown College and a Corporate Communications Graduate Certificate in Corporate Communications from Seneca College, both in Ontario, Canada.

The Reginald F. Lewis Museum is Baltimore's premier facility highlighting the history and accomplishments of African Americans with a special focus on Maryland's African American community. The Museum is the East Coast's largest African American museum occupying an 82,000 square-foot facility with ample permanent and special exhibition space, interactive learning environments, auditorium, resource center, oral history recording studio, museum shop, café, classrooms, meeting rooms, outside terrace and reception areas. The museum is located near Baltimore's Inner Harbor at the corner of Pratt and President Streets. For more information, please call 443-263-1800 or visit the museum's website at www.AfricanAmericanCulture.org

###