



FOR IMMEDIATE RELEASE

**ANOTHER VETERAN FUNDRAISING EXECUTIVE REJOINS BARTON COTTON AS ITS FUNDRAISING DIVISION CONTINUES TO GROW**

Baltimore, Maryland – May 26, 2010

Barton Cotton, the rapidly growing Baltimore-based company that specializes in the nonprofit sector, is pleased to announce that Cathy Wellen has rejoined its Fundraising Division as Senior Account Director.

Cathy has been a Senior Account Manager at ABIS for the past 7 years, managing complete package production for both nonprofit and commercial accounts. Prior to joining ABIS, Cathy was Vice President of Operations at Heron Guftafson, a private equity firm raising capital to fund emerging niche businesses.

Prior to joining Heron Gustafson, Cathy held several positions during her 12 years at Barton Cotton including Director of Promotion Management. In this role, Cathy was responsible for the timely and flawless execution of data processing and mail production for Barton Cotton's four marketing divisions.

**About Barton Cotton**

For the past 82 years, Barton Cotton, one of the nation's leading marketing firms, has proudly served over 150 high-profile, nonprofit organizations. With full-service capabilities including strategy, analytics, creative, affinity marketing, and production services, the company's business approach to fundraising has helped nonprofits increase their revenue and net income while growing their donor files.

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