



FOR IMMEDIATE RELEASE

**BARTON COTTON CONTINUES TO GROW AS THEY NAME JOHN HERON EXECUTIVE VICE PRESIDENT**

Baltimore, Maryland – June 3, 2010

Barton Cotton, one the nonprofit sector’s most rapidly growing fundraising firms, has named John Heron as Executive Vice President. John is charged with helping Barton Cotton’s various divisions develop, implement and execute their strategic growth plans.

John brings over 30 years of executive leadership experience to Barton Cotton, including the 12 years he previously served as Executive Vice President. During that time, he was instrumental in transforming Barton Cotton from a production oriented company to a comprehensive knowledge provider known for delivering superb results to its clients.

Most recently, John was an investment banker and investor who helped companies develop their financial and operating strategic plans. During the course of his career, John has held operating positions related to sales, marketing, branding, finance and mergers & acquisitions. He has also served on numerous company boards.

When commenting on his return to Barton Cotton, John said “Barton Cotton is a special company with exceptionally talented people. In my first turn here, I enjoyed working with nonprofits to find the solutions that helped them realize their missions. Under our new owner, Jim Moore, Barton Cotton is poised to continue its tradition of working with nonprofits who truly do make a difference and that is very exciting. Our industry is evolving and Barton Cotton continues to share its experience and knowledge with an ever broadening base of clients. I couldn’t pass up the opportunity to once again work for a company that helps so many nonprofit do such good work.”

**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 base.

Contact:

John Heron

Executive Vice President

[john.heron@bartoncotton.com](mailto:john.heron@bartoncotton.com)

443.852.7549

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