



National  
Wildlife Refuge  
Association

[www.refugeassociation.org](http://www.refugeassociation.org)

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## **Christine Dorsey McGowan Hired as New Director of Strategic Communications**

**Washington, D.C.** The National Wildlife Refuge Association (NWRA) is pleased to announce Christine Dorsey McGowan has joined the organization as its new Director of Strategic Communications. McGowan comes to NWRA from National Wildlife Federation where she served as Senior Communications Director.

“Christine has the ideal combination of experience and background to help move the organization to the next level,” said NWRA President David Houghton. “She has proven herself to be successful at what she does, and I have no doubt she will excel in this new position with NWRA. Christine has the skills and experience that will allow her to give our communications department a refresh and bring a new light to our organization.”

McGowan fills a new position for NWRA, and will develop overall communications strategy, manage a broad range of public relations activities, and serve as an ambassador for NWRA to help drive awareness, increase engagement among key constituencies of wildlife enthusiasts, and raise revenue.

McGowan worked as Senior Communications Director at the National Wildlife Federation (NWF). At NWF, among other duties, she led the public relations efforts during the 2010 Gulf oil spill disaster that resulted in more than \$1 million in donations and an invitation to participate as a select charity during CNN’s Larry King Live Gulf telethon. She also led the PR strategy for the 2013 Green Inaugural Ball, which resulted in a sold-out event and messaging that carried through to the remarks made at the event by Vice President Joe Biden. McGowan also elevated the issue of climate change’s effect on wildlife through the media.

Prior to NWF, McGowan served as a media specialist at The Nature Conservancy (TNC). At the Nature Conservancy, she developed and placed stories in national and global media outlets that bolstered The Nature Conservancy’s image as the world’s leading conservation organization.

McGowan also spent seven years on Capitol Hill as a regional reporter for Stephens Media Group. Before that, she was a local reporter for three years in Sherman, Texas, where she won a Texas Associated Press award for outstanding local reporting.

Christine Dorsey McGowan's dynamic and strong background in Communications will no doubt improve NWRA's brand and build its reputation. McGowan can be reached at 202-417-3803, ext. 19 or at [cmcgowan@refugeassociation.org](mailto:cmcgowan@refugeassociation.org).

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*The mission of the National Wildlife Refuge Association is to conserve America's wildlife heritage for future generations through strategic programs that protect, enhance, and expand the National Wildlife Refuge System and the landscapes beyond its boundaries.*