
CITY MANAGER

FOR IMMEDIATE RELEASE

For more information contact:
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**CITY OF БЕLOIT SELECTS
DIRECTOR OF STRATEGIC COMMUNICATIONS**

December 18, 2017 - The City of Beloit is pleased to announce the selection of Sarah Millard as its Director of Strategic Communications, leading the City's communication efforts.

In addition to developing and executing the City's communication strategy aligned with Beloit's mission, goals and strategic objectives, Millard will also serve as the City's Public Information Officer, including supporting the Beloit Police Department, Beloit Fire Department, and Beloit Public Works Department in times of crisis communication.

"I look forward to building relationships with Beloit residents," Millard said. "I'm excited about the direction Beloit is going over the next few years; I am honored to be a partner with this great community."

Millard, who brings 10 years of communications experience, starts on December 18, 2017. She most recently worked as a senior communications specialist at Alto-Shaam, a foodservice manufacturing company, where she led the company's internal and external communications. Millard is also a former newspaper reporter, writing for the *Whitewater Register*, *Herald Times Reporter*, *The Waukesha Freeman*, and *Waukesha Patch*.

"Sarah's experience and background is an excellent fit for the City of Beloit," said City Manager Lori Curtis Luther. "Her experience in communications and understanding of municipal government and community relations make her an asset for Beloit. She's ready to embrace and support the Beloit community."

Millard graduated with a Bachelor of Arts in print journalism from University of Wisconsin-Whitewater and a Master of Business Administration with an Internet marketing emphasis. During her career as a reporter, she spent time covering complex issues, such as the City of Waukesha's quest for Lake Michigan water and the increase in heroin overdoses throughout the Greater Milwaukee area. Millard also spent time developing professional relationships with local officials, including various police and fire departments, to help them build a stronger community.

"Sarah values community policing and will spend time learning from our officers so she can better support their work," Beloit Police Chief David B. Zibolski said.

Sarah Millard will be the City's primary point of contact for the media and may be reached at millards@beloitwi.gov or 608-364-6726.

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