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“IT’S YOUR MOVE” HIRES LET IT SHINE FORMER NEWS ANCHOR TO LEAD PROJECT

(Spokane, WA) You used to watch Lucinda Kay, former anchor/reporter on KXLY TV. Fans watched her learn to fight fires with District 9, report from the middle of gun fire, and share stories about local heroes. Now Lucinda runs her own communications company. Let It Shine LLC offers communications coaching, public relations and video production.

The newest client at Let It Shine is the state wide group, Private Practice Special Interest Group (PPSIG). These physical therapists have hired Lucinda’s team to manage their educational campaign, “It’s Your Move”; www.itsyourmove.com. The focus will explain that it’s your *legal right* to choose your own physical therapist. Your prescription may name a specific physical therapist, but you get to make the actual choice. Let It Shine’s team will start production on a series of commercials and strategies this month.

PPSIG joins other Let It Shine clients, including non-profits, entrepreneurs and corporations. Let It Shine provides access to “everything communications”. Through *communications coaching* you’ll generate a focused, dynamic message and learn how to deliver that message with power both verbally and in print. Let It Shine will manage your *public relations* campaign to ignite a relationship with your market and your message will be even more effective with *videos* and *commercials* produced by Let It Shine.

Lucinda Kay has a BA in communications, with an emphasis on Hispanic Affairs. As a news anchor and reporter she spent twelve years on TV and on the radio. Lucinda has consulted in the corporate and non-profit worlds for 10 years. Lucinda is also a popular motivational speaker, using the stories of her life’s struggles and triumphs to help others put their own inner wisdom to work. The phrases clients use to describe Lucinda and Let It Shine include; “*they truly let it shine, boosted our budget, eye opening, helpful, inspiring, organized, simple, profound...*”

Keep your eyes open for It’s Your Move and make your own move to choose the best physical therapist for your family. For more information call Let It Shine, 509-325-3623.

LET IT SHINE * 509-325-3623 * Lucinda Kay * www.lucindakay.com