



a.larry.ross
com.mu.ni.ca.tions

news release

4300 Marsh Ridge Road • Suite 114 • Carrollton, TX 75010
972.267.1111 • 972.267.3535 (fax) • www.alarryross.com

FOR INFORMATION, CONTACT:

[A. Larry Ross Communications](#)

Melany Ethridge 972.267.1111

melany@alarryross.com

FOR IMMEDIATE RELEASE

Joni and Friends Names Director of International Outreach: Bryan McKinney Has Many Years of Ministry Leadership Experience

AGOORA HILLS, Calif., April 11, 2011 – [Joni and Friends International Disability Center](#) has named Bryan McKinney Director of International Outreach, overseeing its global strategy. Housed in the [Christian Institute on Disability](#), the International Outreach Department directs the 60-plus worldwide outreaches that Joni and Friends conducts each year in more than 23 countries.

McKinney served for 12 years as Vice President of Ministry Development for the Children's Hunger Fund, a top-rated charity benefitting hundreds of thousands of children worldwide.

His first day at Joni and Friends was April 4. He will play a key role in Joni and Friends' global strategy and, working with other departments, in plans for specific countries. He will also maintain and develop international partnerships aligned with the mission and values of the ministry.

"We are excited to welcome Bryan to our team at Joni and Friends," President Doug Mazza said. "He brings many years of executive leadership experience in ministry and a deep concern for lost and suffering people to his new position."

McKinney, who previously served as Director of the San Fernando Valley Rescue Mission, is currently pursuing a Master of Divinity degree from The Master's Seminary in Sunland, Calif. He holds a bachelor's degree in Bible and Ministry from Life Pacific College in Los Angeles and a master's degree in Cross-Cultural/Judaic Studies from Fuller Theological Seminary in Pasadena, Calif.

"I'm looking forward to the opportunities I will have to serve in this new position," he said. "Joni and Friends is a wonderful ministry. I am eager to begin the business of serving people with disabilities around the world."

McKinney, a licensed minister of the Gospel, and his family, live in Winnetka, Calif.

Joni and Friends Hires Bryan McKinney, page 2

Joni and Friends is named after Joni Eareckson Tada, its founder and Chief Executive Officer, who had a diving accident in 1967 that left her a quadriplegic. For more than 30 years, Joni and Friends has worked to accelerate ministry to the disability community, offering a wide array of life-affirming ministries to people with disabilities around the world.

Joni and Friends does this through the International Disability Center; the Christian Institute on Disability; international radio and television programs filled with inspirational stories; [Wheels for the World](#), which every year sees thousands of individuals receive wheelchairs and the life-giving message of the Gospel; and Family Retreats held in the U.S. and around the world, where families affected by disability learn that they are not alone. More information can be found at www.joniandfriends.org.

- 30 -

Note to Editors: For more information about Joni and Friends or to arrange an interview with Bryan McKinney, please contact Melany Ethridge of A. Larry Ross Communications at 972.267.1111 or melany@alarryross.com.