

RALEIGH, NC, September 26, 2013 **/24-7PressRelease/** -- William Peace University, a private four-year university located in downtown Raleigh, has announced that Jeff Gonza has been named sports information director. In this position, Gonza will be responsible for overseeing sports-related media relations and promotion for the university, and serve as official statistician and sports media liaison. The latter role will include developing story ideas, writing and distributing news releases, and coordinating media attendance at campus sporting events. Additionally, he will manage the WPU athletics website and monitor the execution of the university's sports social media sites including Facebook and Twitter.

Gonza has five years of sports industry experience. After graduating with honors from NC State University with a Bachelor of Science in sport management and a minor in business administration, he worked with the NC State Athletic Department as a marketing liaison for multiple sports. His responsibilities included generating a marketing plan, creating a "buzz" on campus for sports and driving increased attendance at games. In addition to recruiting and coordinating volunteers at athletic events, Gonza has served as the public address announcer for several NCSU sporting events throughout the last two years, written articles and game recaps for the school paper, The Technician, and spent a summer interning with the Fayetteville SwampDogs, a member of the Coastal Plains League. Prior to his present position, he worked for the Budd Group, an organization contracted by WPU to provide maintenance and housekeeping services.

A native of Lewisville, N.C., Gonza resides in Raleigh.

QUOTES:"As a recognized leader in several NCAA Division III activities that produces well-rounded student-athletes, William Peace University understands and appreciates the accomplishments made in sports by individuals who are studying at our institution," said Debra M. Townsley, Ph.D., president of William Peace University. "Jeff has the drive and the skills needed to express all aspects of what makes our sports programs so popular and successful to the media and the community at large."

"My life has revolved around sports for as long as I can remember, and I have developed a passion I hope to convey in my new position," said Gonza. William Peace is a program on the rise, and I'm excited to promote the successes of our student-athletes in competition, in the classroom, and in the community."

NEW MEDIA CONTENT:William Peace University Twitter:<http://twitter.com/WPeaceU>

William Peace University Names Jeff Gonza As Sports Information Director

Written by Australian Business

William Peace University Facebook:<http://www.facebook.com/WPeaceU>

William Peace University YouTube Channel:<http://www.youtube.com/user/WPeaceU>

William Peace University Athletics Twitter:<https://twitter.com/GoPeacePacers>

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ABOUT WILLIAM PEACE UNIVERSITY:William Peace University is located in the heart of Raleigh, North Carolina. It was founded in 1857 as Peace Institute, offering education for boys and girls in primary grades and to women from high school to college. Peace, an all-women's college, became a four-year baccalaureate college and graduated its first bachelor's students in August of 1996. Exclusively an all-women's institution for its first 152 years, Peace began offering coeducational evening courses through the William Peace School of Professional Studies in 2009. In 2011, Peace College transitioned to William Peace University and welcomed its first coeducational class to its day program in fall 2012. Its mission is to prepare students for careers in the organizations of tomorrow. On average, more than 90 percent of the university's graduates are placed in jobs or graduate school within one year of graduation. For more information, please visit <http://www.peace.edu>.