



## SEEDWAY NAMES MARKETING & COMMUNICATIONS ASSISTANT

HALL, NY - July 12, 2022

FOR IMMEDIATE RELEASE

(Hall, NY): SEEDWAY, LLC is proud to announce Sarah Tower has accepted the position of Marketing & Communications Assistant.

In her role, Sarah will be involved in all aspects of SEEDWAY's advertising, promotions, and event coordination. Sarah will be instrumental in working closely with SEEDWAY's partners as well as literature development, direct advertising, event organization, and social media marketing for SEEDWAY's farm, turf, and vegetable seed divisions.

Sarah is passionate about graphic design and marketing, and brings much enthusiasm to the SEEDWAY organization. In May of 2022, she earned her Bachelor's degree in Art and Design with a concentration in Graphic Design and a minor in Education from Keuka College (Keuka Park, New York). While in college, Sarah interned in the marketing department for and international architecture firm, STUDIO tla. She also interned for a local graphic design business, ReFind FLX in 2020.



Sarah was raised in Waterville, New York, a small farming community. Growing up, Sarah spent much time on her grandfather's dairy farm. Because of this, she has a great fondness for nature and animals. Sarah enjoys swimming, painting, thrift shopping, and spending time with family.

### ABOUT SEEDWAY

Headquartered in Hall, NY, SEEDWAY is a full-line seed company providing high quality, high-performing farm seed products as well as lawn and turf products in the northeast U.S. We offer a leading line of vegetable seed for growers from the Rocky Mountains to the eastern seaboard, north to Ontario, Canada and along the West Coast into Mexico.

### FOR MORE INFORMATION

Contact Matt Robson, Director of Marketing and Public Relations at (585) 526-6391 or email [mrobson@seedway.com](mailto:mrobson@seedway.com)