



NEWS RELEASE

Maggie Haddock Accepts Marketing Specialist Position at Integrity Insurance

Appleton, Wis. (Jan. 7, 2015) – Tim McAdow, Director of Marketing and Strategic Planning at Appleton-based Integrity Insurance, announces Maggie Haddock has accepted a newly created Marketing Specialist position. Previously, Haddock held the role of Marketing and Public Relations Manager at the Fox Cities Performing Arts Center in Appleton. In her new role, Haddock will be responsible for external marketing, public relations and communications activity at Integrity, providing strategy and executing plans that engage Integrity agents and policyholders.

“Maggie has experience in developing and leading marketing strategy that will attract and engage existing and prospective customers using both traditional and digital channels,” reports McAdow. “I’m excited to have her join our team. Her expertise in marketing will enhance our service and provide additional value for all our stakeholders.”

A graduate of UW-Oshkosh, Haddock holds a Bachelor of Arts degree Journalism with an emphasis in Advertising and Public Relations.

About Integrity Insurance

Integrity Insurance established in 1933 and is based in Appleton, Wisconsin. Integrity offers auto, home and business insurance through a network of independent agents throughout Iowa, Minnesota and Wisconsin. With an affiliate partner Grange Insurance based in Columbus, Ohio — the enterprise has \$2 billion in assets and \$1 billion in annual revenue and holds an AM Best rating of “A” Excellent. For more information, visit www.integrityinsurance.com.

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