

ALLYN BROOKS-LASURE

Allyn Brooks-LaSure is Deputy Associate Administrator for Public Affairs at the U.S. Environmental Protection Agency. In this role, he directly advises Administrator Lisa P. Jackson and other senior EPA officials on strategic communications and messaging. Additionally, Brooks-LaSure works with the Associate Administrator in leading politically-appointed and career staff who direct and manage EPA's media relations, public outreach, multimedia and online communications efforts.

Allyn was formerly director of communications for the Save Darfur Coalition, an interfaith coalition of more than 180 organizations committed to ending the Darfur genocide. While at the coalition, Brooks-LaSure supervised national and international media relations, online communications, communications projects and served as spokesperson for the organization.

Before joining Save Darfur, Allyn was Washington press secretary to U.S. Senator Robert Menendez of New Jersey. In that capacity, Brooks-LaSure handled media inquiries on the senator's behalf, prepped and staffed the senator for media interviews, and wrote press releases on the senator's legislative initiatives. He served in a similar capacity to then-Senator Jon S. Corzine in the U.S. Senate as well as during Corzine's 2005 gubernatorial campaign.

Brooks-LaSure has previously served as an account manager at The Caraway Group – a Washington-based public relations firm. While there, he served on several client accounts including Microsoft Corp., U.S. Army Accessions Command, MGM MIRAGE, NAACP Image Awards, and others. As account manager he advised clients on strategic messaging, media interviews, and community relations.

Allyn has volunteered on local, statewide and national campaigns in New Jersey, Ohio, Pennsylvania, Washington, D.C., New Hampshire, Virginia, Mississippi and South Carolina. During the 2004 Democratic National Convention in Boston, Allyn worked in the Specialty Media Department. He advanced press logistics for the Cleveland stop of Sean "P. Diddy" Combs's 2004 "Vote or Die!" tour. Last year, Brooks-LaSure was appointed by Democratic Party Chairman Howard Dean to serve on the 2008 Democratic Convention Credentials Committee. He also worked in the 2008 Convention Podium Operations Department and led media relations efforts for the 2008 Mississippi Voter Protection program.

He has also worked for the National Prostate Cancer Coalition, the *Bridgeton News*, South Jersey Hospital, and The Citadel Office of Public Affairs. He is a past member of the Thursday Network, an affiliate of the Greater Washington Urban League, the Senate Press Secretaries Association and is currently a member of McKendree-Simms-Brookland United Methodist Church.

Brooks-LaSure is a graduate of The Citadel, the Military College of South Carolina.