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For Immediate Release

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Brightway Insurance selects Courtney Heidelberg to spearhead Public Relations and Communications
*- Iraq War veteran brings 16 years of professional experience to the nation's seventh largest privately
owned property/casualty insurance agency -*

JACKSONVILLE, Fla. (Sept. 19, 2016) — Brightway Insurance recently named Courtney Heidelberg as its Public Relations (PR) and Communications Manager. Heidelberg brings 16 years of experience as a professional communicator to Brightway, where she leads communications efforts including serving as the primary contact for media. Brightway Insurance is a national property/casualty insurance retailer selling through a network of franchised independent agencies throughout the country.

"Brightway has a great story to tell, and we are thrilled to have Courtney Heidelberg on our team to help tell our story," said Brightway Founder and Chairman, David Miller. "Our goal is to be consumers' #1 choice for their personal insurance needs, and having a proactive Public Relations program will help us communicate how protecting what matters most to you is one of the most important things you can do."

Heidelberg, who works out of Brightway's Jacksonville-based headquarters, comes to the company from On 3 Public Relations in Tallahassee, Fla., where she was Director of Accounts for nearly three years. Additionally, she worked as a PR practitioner in Florida state government for nine years, which included serving as the Communications Director for the Department of Highway Safety and Motor Vehicles. Heidelberg also served in the U.S. Army and in the Florida National Guard as a Signal Officer. Her military service included a yearlong tour in Iraq in 2004-2005.

"As we plan our growth and expansion into new states, making consumers and potential franchisees aware of our brand and the benefits we offer in expert counsel and more choice is key to our success," said Brightway President, Talman Howard. "Courtney brings valuable experience to Brightway, and Communications plays an important role as we work toward our vision of having 600,000 policies in force by 2020."

"I am grateful for the opportunity and ecstatic to be a part of a company whose mantra is to provide a win-win-win for Agency Owners, customers and employees," said Heidelberg. "Everyone here has a can-do attitude, and the leadership provides employees and teams with the support necessary to achieve our goals."

Heidelberg is a member of the Florida Public Relations Association and the Veterans of Foreign Wars. Appointed by Gov. Rick Scott, she served on the Veterans Florida Board of Directors from 2014 - 2016. Heidelberg earned a Bachelor of Science in Journalism from Ohio University in Athens, Ohio, and a



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Master of Science in Communications from Florida State University in Tallahassee, Fla. She and her husband, Blake, live in St. Johns, Fla., with their two children.

About Brightway Insurance

Brightway Insurance is a national property/casualty insurance retailer selling through a network of franchised independent agencies throughout the country. With over \$423 million in annualized premium written, the company is the nation's seventh largest privately held Personal Lines independent insurance agency.

The Jacksonville-based company began franchising operations in 2008 and has since grown to 770 people in 12 states serving customers in all 50 states. In 2015, [Forbes](#) recognized the company as America's No. 1 Franchise to Buy. Florida Trend and the Jacksonville Business Journal also recognized Brightway for being one of the 225 largest privately held Florida-based companies and for overall sales revenue growth from 2013-2015, respectively. Learn more about Brightway at Brightway.com, and find us on [Facebook](#) and [LinkedIn](#).

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