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YARBROUGH RECOGNIZED AS NEWEST WOMEN IN INDUSTRY INDUCTEE



PJ Yarbrough (pictured) is The Communications Group's newest Women in Industry (WIN) inductee.

LITTLE ROCK, Ark. (June 18, 2024) – [The Communications Group](#) (ComGroup), Arkansas's premier [marketing](#) and [public relations](#) firm, is recognizing [PJ Yarbrough](#) as the newest inductee to the agency's award-winning Women in Industry (WIN) series, which celebrates women who excel in their chosen industries nationwide.

Yarbrough is an early childhood trainer manager and family child care support specialist at the University of Arkansas Early Care and Education Projects. Yarbrough leads a team of early childhood trainers who coach participants across Arkansas, and provides professional development for early child care and education professionals. Yarbrough also supports family home child care providers by helping them build connections through the Family Child Care Network.

"PJ is a strong advocate for early child care and education providers," said [Lisa Van Hook](#), APR, agency principal and host of the WIN Podcast. "Her story is very personal and her passion for her work is truly inspiring. We're excited for our listeners to hear her journey."

"I remember attending a class and there was a chalkboard with a question [that] said something like 'I work with the little ones because,' and I remember walking up and writing with chalk 'because I was

once little,” said Yarbrough during the episode. “I have no doubt that from the moment I entered a Head Start classroom while I was still in foster care that school became my safe place, my place of structure, my place of security, my place of success. I always knew I wanted to give that to other children.”

ComGroup made a financial contribution to the [C.I.R.C.L.E. Initiative Foundation](#) to honor Yarbrough’s commitment to improving the lives of families and children in Arkansas.

WIN inductees are selected through an open nomination process via a nomination form on ComGroup’s [website](#). Anyone can nominate a woman for recognition. Women from across the country and a variety of industries have been nominated and recognized. See inductee profiles and listen to podcast episodes [here](#).

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About The Communications Group

The Communications Group is an award-winning, Arkansas-based, marketing and public relations firm established in 1987. ComGroup is an integrated marketing and communications firm delivering value and solutions to clients in North America and Europe with data-driven strategic research and planning, multi-channel implementation and responsive monitoring in agriculture, business-to-business, health care and outreach and education sectors. More at [ComGroup.com](#).

About WIN

The award-winning Women In Industry (WIN) series, developed in 2019, is presented by [The Communications Group](#) (ComGroup) in Little Rock, Ark. It recognizes women nationwide across the industries the agency serves. WIN inductees are selected through a nomination process that is open to the public and can be submitted [here](#). Find WIN profiles and more information [here](#).