

In January 2014, Lees-McRae College named Chris Parker as Director of Sports Information. Parker was most recently the Assistant Sports Information Director at Brevard College, a member of the South

Atlantic Conference and a fellow NCAA Division II institution.

Parker has a strong background in sports information with more than six years of experience in a variety of capacities. A graduate of the University of North Carolina – Greensboro, Parker earned his Bachelor of Arts in Communications Studies and then continued on to work for UNCG media relations. From there, he spent time as part of the game day crew for the Dallas Mavericks basketball team in Dallas, Texas where he assisted with radio and television broadcasts, and distribution to the media of postgame quotes and statistics. Prior to accepting a position at Brevard, Parker served as the Communications Assistant for Southland Conference in Frisco, Texas, where he managed media relations for 17 Division I varsity sports while also coordinating several large tournaments.

“I am excited to have Chris as our Sports Information Director,” said Craig McPhail, vice president of athletics and club sports. “His knowledge of sports media will continue to elevate

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our athletic department and his experience at various positions will enable him to apply new measures and techniques, allowing us the chance for great exposure and recognition.”

Having a strong sports information department is critical for the promotion of the College’s athletic achievements. In just the past year, Lees-McRae athletics has been honored with several awards and accolades including the Allen Sharp Award (given to the institution having the highest graduation rate among student-athletes), the Conference Carolinas Sportsmanship Award for women’s cross country, and the Division II Presidents' Award for Academic Excellence. Additionally, two former Bobcat cyclists, Brent Bookwalter '06 and Andrew Talansky, competed in the Tour de France, earning 91st and 10th place, respectively.

As the Director of Sports Information, Parker will be responsible for all aspects of sports information for Lees-McRae’s 17 Division II intercollegiate programs, including media relations, website and social media development, and game statistics, among other tasks.

For more information about athletics at Lees-McRae College, please visit www.lmcbobcats.com

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or call 828.898.5241.