



FOR IMMEDIATE RELEASE
City of Duluth - Police Department

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DATE: 10/1/2018

SUBJECT: Ingrid Hornibrook hired as first-ever civilian Public Information Officer for DPD

BY: Lt. Mike Ceynowa

NATURE OF INCIDENT:

CASE NO.:

INCIDENT DATE:

INCIDENT TIME:

INCIDENT LOCATION:

Ingrid Hornibrook hired as first-ever civilian Public Information Officer

[Duluth, MN] – The City of Duluth Police Department has hired Ingrid Hornibrook as the department’s first-ever Public Information Officer. Hornibrook brings her substantial experience in communication, messaging, and local government knowledge to the department.

Hornibrook has extensive experience in creating effective messaging for multiple audiences. In 2012 she began freelance writing and created blog, website, and newsletter content for a range of companies spanning from international Fortune 500 companies to small, local businesses. She recently served as Mayor Ness’s Community Relations Officer during his last term in 2015 and as the Information Specialist for the City of Duluth’s Business and Economic Development department.

Hornibrook has focused her efforts on bolstering the unique attributes that makes Duluth an exceptional place to live, work, and play. She has volunteered her time as one of the first contributing writers to Destination Duluth, enhanced the content on the Duluth Economic Development Authority’s website, and was instrumental in planning all three sessions of the 2018 Workforce Solutions series.

“This dedicated PIO position has been over a decade in the making,” said Chief Tusken. “Ms. Hornibrook’s community knowledge and ability to navigate local government and politics is what makes her an ideal choice as the Police Department’s first-ever civilian Public Information Officer.”

“I am humbled and proud to be working directly with Chief Tusken to share the stories of how our brave police officers serve the Duluth community every day. I am also thrilled for the opportunity to continue to serve the city I love,” said Hornibrook.

Hornibrook grew up in Southwestern Minnesota and earned her bachelor’s degree in Communication from the University of Minnesota-Duluth. She lived in the Minneapolis metro area for 8 years where she built a health insurance book of business from the ground up and started a freelance writing business. She used her communication and networking skills to get connected to the Destination Duluth board in order to get connected to the Duluth community, which ultimately lead to her appointment to the Ness administration and further employment with the City of Duluth.

Hornibrook started with the Duluth Police Department on October 1, 2018.

PIO Media Information Line: 218-730-5491