



**For Immediate Release**

**Contact:** Contact Nancy Stoltz  
([nancy@creativecoverings.com](mailto:nancy@creativecoverings.com))  
Phone: (775)359-6733  
Fax: (775)355-9204

## **Creative Coverings Announces New Executive Director of Sales & Marketing**

**Sparks, NV** – Creative Coverings, a Nevada-based, national linen rental and sales company, announced that Kate Kovalick Patay has been promoted to Executive Director of Sales & Marketing.

Kate joined Creative Coverings in 2009 with over 15 years experience in restaurants and hotel/casino catering sales and convention services. In her new role, Kate will oversee the expansion of the sales, marketing and customer service operations, as well as maintain brand integrity, specifically through marketing efforts, education, customer relations and overall client experience.

“Kate has an exceptional amount of experience in event industry sales and marketing,” says Robin Brockelsby, Creative Covering’s president. “With Kate traveling the country to visit and speak at trade shows, industry meetings and conferences, Creative Coverings will be better serving our current customers, reaching out to new customers, and maintaining our brand image on a national level.”

As Executive Director of Sales & Marketing, Kate represents Creative Coverings as a NACE National Business Partner, President of the Reno-Tahoe Chapter and Experience! 2011 Co-Chair. She is also involved with ISES as a former Director at Large/Speaker Liaison for the Napa Sonoma ISES Chapter and Educational Speaker for Eventworld 2011 & 2012, along with being a member of the Las Vegas Chapter. She is a proud member of the International Caterers Association, Association of Club Catering Professionals, Greater Palm Springs Wedding Association, American Rental Association and the Event Planners Association.

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*Creative Coverings is a national Special Event Linen Rental and Sales Company serving the event industry. Founded in 1996, the company provides tablecloths, chair covers, sashes and napkins made of the finest fabrics for rent and sale for weddings and events. Creative Coverings is located at 87 Coney Island Drive, Sparks Nev. Phone: 775-359-6733, Fax: 775-355-9204. Website: <http://www.creativecoverings.com>.*