



**FOR IMMEDIATE RELEASE**

**KEVIN SCARBINSKY NAMED VICE PRESIDENT OF MARKETING FOR  
BRUNO EVENT TEAM**

**Birmingham, Ala. (Jan.23)** - Bruno Event Team is pleased to announce that Kevin Scarbinsky has joined the team as Vice President of Marketing. Scarbinsky comes to Bruno Event Team after three distinguished decades as a sports journalist for The Birmingham News, AL.com and the Alabama Media Group.

"Bruno Event Team is proud to have Kevin join our senior management staff as Vice President of Marketing," CEO Gene Hallman said. "Kevin is one of the state's most respected sports journalists. His experience and skill sets are well-suited to guiding our event marketing efforts. I have known and worked professionally with Kevin for 26 years, and his character and work ethic will be an excellent fit at Bruno Event Team."

Bruno Event Team is one of the country's largest dedicated sports event management companies with more than 60 employees and six offices in the United States.

"It was simply time for a new challenge," Scarbinsky said. "It's a tremendous opportunity to be able to move from one great team of talented, dedicated professionals to another. I've worked with Gene Hallman, Ronnie Bruno and Bruno Event Team as a journalist for years. I've witnessed the unsurpassed quality of their work and I'm excited to be able to join their team, which has a well-earned reputation as the best in the sports event management business."

Scarbinsky, a native of Pottsville, Pa., progressed from sports intern to lead sports columnist during his 33 years at The Birmingham News and AL.com. He's been a regular on the TV sports talk show "The Zone" on ABC 33/40, which received a Southeast Region Emmy Award nomination in 2015, and he's hosted three different radio shows.

Among his professional awards, Scarbinsky has been named Alabama Sports Writer of the Year five times by the National Sports Media Association. He's won the Alabama Sports Writers Association's Best Columnist Award 10 times and the ASWA's Herby Kirby Award for story of the year three times.

He will begin his new position at Bruno Event Team in February.

"It's been a privilege to work at AL.com and serve the most passionate sports audience in the country," Scarbinsky said. "I look forward to serving that same audience in a rewarding new way at Bruno Event Team."

##

### **About Bruno Event Team**

Bruno Event Team (BET) is a Birmingham, Ala., based sports marketing and event management company formed in 1995 by Ronald Bruno and Gene Hallman. Bruno Event Team is experienced in all facets of event management, employing a year-round staff of 70+ employees in nine offices around the United States and Canada. Bruno Event Team services each client with expertise in strategic planning, marketing, advertising, public and media relations, ticket and merchandise sales, sponsor relations, hospitality consulting, event operations, event financial planning and accounting, as well as volunteer coordination. Visit [www.brunoeventteam.com](http://www.brunoeventteam.com) for additional information.

### **Media Contact:**

Angel Hufham Lewis

[Alewis@brunoeventteam.com](mailto:Alewis@brunoeventteam.com)

205.706.2616