

**\*\*\*NEWS RELEASE\*\*\***

For Immediate Release  
October 12, 2021

**CONTACT:**

Hamilton Strategies, [Media@HamiltonStrategies.com](mailto:Media@HamiltonStrategies.com), Jeff Tolson, 610.584.1096, ext. 108, or Deborah Hamilton, ext. 102

## ***Youth For Christ USA* Names Ali King as Chief Operating Officer**

**DENVER, Colo.**—*Youth For Christ USA (YFC, [www.yfc.net](http://www.yfc.net))* President and CEO Jacob Bland has named Ali King the ministry's new Chief Operating Officer (COO), effective October 8, 2021. The creation of the Chief Operating Officer position and the promotion of a proven chapter leader into this role reflects *YFC's* commitment to its 2020 reorganizational goals to build the ministry and serve the field even better.

*"Ali is a gifted leader and has embraced God's calling to step into this new role," said Bland. "As someone who served in the field for 30 years, Ali understands our field leaders' genuine, heartfelt needs and is ready to serve the movement effectively through this new opportunity."*

*"We remain committed to putting our best resources to work for the sake of YFC's preeminent goal of reaching 1 million young people annually with the gospel."*

Prior to being named COO, King served as the Executive Director for *YFC's* chapter in Indianapolis for ten years. She also held the positions of Campus Life Director, Ministry Director, and National Middle School Campus Life Director during her 30-year ministry journey with *YFC*. King also served on the national *YFC* board and as the former chair of *YFC's* Council of Delegates. King will begin the transition into her new role over the next few months in a part-time capacity as a senior advisor.

*YFC* has chapters impacting thousands of communities across the nation that seek out and serve youth from all walks of life. Many teens are silently struggling through a variety of challenging issues—and now they see the living power of a loving God.

*Youth For Christ* has been a pillar of missional ministry since 1944, when the Rev. Billy Graham served as *YFC's* first full-time staff member. Since then, *Youth For Christ* has continued to be both a rural and urban ministry on mission, and it is always about the message of Jesus. *YFC* reaches young people everywhere, working together with the local church and other like-minded partners to raise up lifelong followers of Jesus who lead by their godliness in lifestyle, devotion to the Word of God and prayer, passion for sharing the love of Christ, and commitment to social involvement. *Youth For Christ* operates in over 100 nations and has more than [137 chapters](#) that impact communities across America.

Visit the *Youth For Christ* media page [here](#). Learn more about *Youth For Christ* at its website, [www.yfc.net](http://www.yfc.net), [Facebook](#) and [Instagram](#) pages, [Twitter](#) feed @yfcusa or on [Vimeo](#).

###

To interview a *Youth For Christ* representative, contact [Media@HamiltonStrategies.com](mailto:Media@HamiltonStrategies.com), Jeff Tolson, 610.584.1096, ext. 108, or Deborah Hamilton, ext. 102.