



Wendy Zipes Hunter

BIOGRAPHY

Wendy Zipes Hunter is a public relations specialist and talent wrangler with nearly three decades in the entertainment and lifestyle industry. Connecting people and projects is her passion!

Zipes Hunter spent 15 years in the marketing and public relations departments of big brand entertainment companies including NBC, MGM, and Disney, and was one of the founding members of DreamWorks' New York PR office. After serving as an entertainment editor at LIFE and Redbook magazines, she transitioned into a four-year stint at industry-leading celebrity booking agency, Central Talent Booking.

In that role and later, when she launched her own company Celebrity Concepts and Marketing, she books celebrity cover stories and shorter features for a wide range of magazines including "O" the Oprah Magazine, Good Housekeeping, and CNET, to custom publications with vast online audiences, such as WebMD.

Zipes Hunter's ability to connect people, combined with her versatility in public relations and talent booking, brought her to a new career, that of producer. She was tapped by Emmy-nominated filmmakers Michelle Boyaner and Barbara Green to serve as producer and chief marketing officer on the independent documentary It's Not A Burden: 32 Love Stories of Adult Children Caring for their Aging Parents. In 2018 she was producer and chief marketing officer for the first annual Actions for

Change, a food and music festival to end gun violence, and will be returning to that role again this year. Most recently, Zipes Hunter produced a photo and video exhibition in New York City, Voices of Parkland, by Jeff Vespa, featuring survivors of the Parkland shooting, where she curated a panel discussion that was moderated by The Brady Campaign to raise awareness about gun violence.

She also stepped in to help her community in the wake of the 2018 Valentine's Day mass shooting in Parkland, FL. Zipes Hunter worked closely with gun control student leader Emma Gonzalez while mentoring her fellow student activists as they navigated major press interviews (60 Minutes, Time, Anderson Cooper 360, CNN's "Town Hall") and prepared for the March for Our Lives in Washington, D.C.

Zipes Hunter is a dedicated community activist, and volunteers on the board of directors for Parkland Buddy Sports, a nonprofit that provides fee-free sports for children and young adults with special needs, plus volunteer opportunities for typical teens. She practices yoga on a regular basis, is certified in mindfulness training, and credits fitness and family as the key to a balanced life. She's also the mother of three thriving sons, all young adults.