



Crossroads Entertainment & Marketing is pleased to announce a new addition to their staff. Rich Crist has been appointed to the position of A&R Associate for Southern Gospel. Rich's main responsibilities will be working with artists on the Sonlite and Horizon labels.

"We are thrilled to have Rich coming on board," says Crossroads executive Chris White. "We have been looking for someone with the talent and knowledge to do this job for a long time. Rich has acquired these attributes from his years he spent with the Crist Family and in his successful business career. We're very excited about the future!"

Rich Crist comments, "Gospel music has become such a big part of my life over the last ten years. So, it is with great excitement that I accept this position with Crossroads. They have been a family to me, and I am eager to continue to be a part in a new and different capacity. I believe in every artist here and want to invest in their music ministries and careers."

Rich will start his full time employment on March 3rd. The Crist Family will fulfill previously scheduled concerts for the remainder of 2014.