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FOR IMMEDIATE RELEASE

## **Barnes Moves Up at Caliber**

**TUCSON, Ariz. (October 1, 2007)** – The Caliber Group, a brand marketing and public relations firm based in Tucson, has promoted Erin Barnes to graphic designer. She will be responsible for the planning and creation of marketing collateral materials in her new position.

“Erin has done an outstanding job managing projects and achieving positive outcomes for our clients. We are thrilled to see her advance within our firm and take on additional responsibilities,” said Kerry Stratford, COO and chief creative officer at The Caliber Group.

Prior to joining Caliber, Barnes worked as a freelance designer for LaValley Building Supply in Newport, N.H. and the Beacon Hill Times in Boston, Mass. She has also traveled the world capturing images that inspire her designs and has held photography exhibits at several galleries in New Hampshire.

Barnes is a member of the American Institute of Graphic Designers and Ad2, an affiliate of the American Advertising Federation-Tucson. She received her bachelor’s degree in fine arts from Boston University.

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### **ABOUT THE CALIBER GROUP**

Founded in 1997, The Caliber Group, Inc. is a strategic marketing and public relations firm specializing in building and maintaining successful brands, relationships and reputations. For more information, call (520) 795-4500, or visit [www.calibergroup.com](http://www.calibergroup.com).

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