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## **Caliber Wins Strongest Concept at Tucson Ad Fed Battle**

**TUCSON, Ariz. (Jan. 15, 2009)** - The Caliber Group, a brand marketing and public relations firm based in Tucson, won the Strongest Concept award at the Tucson Advertising Federation's Battle of the Ads, a 24-hour competition between creative teams to develop a marketing concept for a local not-for-profit organization. Caliber competed against two other Tucson-based creative teams – LP&G and Ventana Medical Systems.

"Caliber's marketing and creative team rose to the challenge of creating a fun and exciting campaign for TRAK," said Linda Welter Cohen, chief executive officer of The Caliber Group. "We are honored that the Ad Fed judging committee chose our concept as the strongest presented."

Caliber worked with TRAK, an operating ranch in the heart of the Tucson aimed at strengthening kids and community through animal interaction, for the competition. The firm developed a new logo, taglines, posters, brochures and a website to help enhance the ranch's brand, communicate its mission and attract new customers.

For more information on TRAK, visit [www.TRAKTucson.org](http://www.TRAKTucson.org) or call (520) 298-9808.

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### **ABOUT THE CALIBER GROUP**

Founded in 1997, The Caliber Group 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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