

**Media Contact:** Sam Brace  
The Caliber Group  
(520) 795-4500  
[sbrace@calibergroup.com](mailto:sbrace@calibergroup.com)

**FOR IMMEDIATE RELEASE**

**Caliber Group Honored at '09 Common Ground Awards Ceremony**

*Metropolitan Pima Alliance Awarded Community Projects that Improved Regional Quality of Life*

**TUCSON, Ariz. (Oct. 16, 2009)** – Three community projects that the Caliber Group – a Tucson-based marketing and public relations agency - was involved with were recognized tonight at the 2009 Common Grounds Awards ceremony. All 11 winning projects celebrate the success of several public and private collaborations that enhanced the Tucson region.

The Metropolitan Pima Alliance (MPA), a membership organization devoted to addressing public policy issues within Pima County, hosted the event at Reid Park Zoo for business, government and nonprofit organization representatives. This marks the fifth year the organization has hosted the awards.

The awards ceremony had nine categories, which included best archaeology and historic preservation; architecture, planning and development; economic development; events; green project; programs and studies; public policy; public works and revitalization.

Caliber was involved with the winning entries for events - Crafting Tomorrow's Built Environment: A Community Conversation on Regional Land Use - and programs and studies - Tucson Values Teachers.

For the regional land use event, Caliber worked with public relations and marketing efforts for the Tucson Regional Town Hall and Urban Land Institute's community conversation with public, private and non-profit sector organizations, in order to develop a program about the future of land use in the Tucson metropolitan region. More than 400 people attended the event to start collaborating on the regional planning process.

Tucson Values Teachers is a regional initiative working to help recruit, retain and reward K-12 teachers in Southern Arizona to help boost the state of education throughout the region. Caliber helped with marketing and public relations efforts for the non-profit's "Summer Breaks for Teachers" card for teachers to get discounts from local businesses and supply drives to help teachers from paying for supplies from their own salaries.

MPA also honored the Tucson Festival of Books committees with an Award of Distinction for their collaboration and partnership in the community. Caliber was involved in all marketing and social media efforts for the festival, which debuted Mar. 14, 2009 on the University of Arizona's campus. The event featured more than 450 authors and presenters from across the Southwest region.

"All of the finalists exemplify the success found through collaboration and each of them, in their own unique way, has helped build a better community for all of us in the region," said Michael Guymon, executive director of the MPA. "We are pleased that a credible agency like The Caliber Group lent their talent to enhance certain project's efforts."

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**ABOUT THE CALIBER GROUP**

Founded in 1997, The Caliber Group Inc. is a brand 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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