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FOR IMMEDIATE RELEASE

## **Caliber Adds Office Administrator to Team**

**TUCSON, Ariz. (May 23, 2008)** – The Caliber Group, a strategic brand marketing and public relations firm based in Tucson, has hired Carissa Fairbanks as office administrator.

In her new position, Fairbanks is responsible for office management, bookkeeping assistance, and administrative, computer and clerical support.

“Carissa is an extremely organized, talented office administrator who will help our firm meet its short- and long-term business objectives. We are thrilled she has joined our team,” said Linda Welter Cohen, Caliber chief executive officer.

Fairbanks brings more than eight years of administrative experience to The Caliber Group. Most recently, she served as the office manager for Monsoon Marketing, an event management and consulting firm.

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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).