

**Media Contact:** Linda Welter Cohen  
The Caliber Group, Inc.  
(520) 795-4500  
[lcohen@calibergroup.com](mailto:lcohen@calibergroup.com)

**FOR IMMEDIATE RELEASE**

**Cindy Ramirez Named Media Director for The Caliber Group**

**TUCSON, Ariz. (March 15, 2010)** – Cindy Ramirez has joined The Caliber Group as media and account director responsible for media planning and buying activities, announced Linda Welter Cohen, APR, CEO of The Caliber Group. Ramirez will also be involved with business development and community-relations activities on behalf of the agency.

“Cindy’s professional experience in media buying, account management, broadcast sales and broadcast journalism brings another layer of depth and quality to the services we provide our clients,” said Cohen. “We are pleased to add Cindy to our team. Our clients will benefit from Cindy’s knowledge and her longstanding media and community relationships.”

As owner of Target Media in Tucson from 1988 to 2008, Ramirez provided marketing, advertising and media planning services to small- and medium-size businesses. She was executive director of Junior Achievement of Arizona in Tucson from 2008 to 2009 and previously served as a local sales manager for Cox Media and in sales for KOLD-TV and KIIM-FM/KCUB-AM. She also served as a journalist for KFXX-FM/KTZR-AM and KNST-AM.

Ramirez was a member of the Greater Leadership Tucson Class of 2009 and received her bachelor’s degree in Radio and Television from the University of Arizona. She has been involved in several community groups, including the Tucson Hispanic Chamber of Commerce and the Tucson Salvation Advisory Board.

“I am excited to join Caliber because I believe the work is above par and that it puts Tucson at a higher level of marketing professionalism,” said Ramirez.

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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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