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FOR IMMEDIATE RELEASE

Caliber Hires Public Relations Manager/Senior Copywriter

TUCSON, Ariz. (Jan. 2, 2009) - The Caliber Group, a brand marketing and public relations firm based in Tucson, has hired Jennifer Sterba as a public relations manager and senior copywriter. In her new dual role, Sterba will provide public relations and marketing copywriting services for clients at The Caliber Group.

She brings 11 years of experience in print media journalism to The Caliber Group, the last eight at the Arizona Daily Star where she worked as a reporter and editor.

Before that, she worked at the Casa Grande Dispatch as a reporter and editor. She served as President of the Southern Arizona Chapter of the Society of Professional Journalists and sat on the board for the First Amendment Coalition of Arizona.

“Jennifer is a talented writer with in-depth knowledge of the local media and the greater Tucson region. She is a great addition to our brand marketing and public relations team, and will help Caliber successfully expand into new markets.”

Sterba holds a bachelor’s degree in Journalism from the University of Arizona. She has won several writing awards from the Arizona Newspaper Association, the Arizona Press Club and Best of the West.

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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.

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