



CARYL
COMMUNICATIONS
PUBLIC RELATIONS & MARKETING

Get Inspired! Good Works in Action

It's **National Philanthropy Day!** And what better time

could there be to talk about how inspired we are by our clients' and colleagues' corporate citizenship? While public recognition may be the last thing on THEIR minds when they launch outreach and volunteerism efforts, we know their good works have a wide range of measurable benefits from a PR perspective. Here are four examples of exceptional generosity



and how they translated to earned media engagement. **Read more >>**



A Pyramid Award for the Caryl Team

Levin Management Corporation's Retail Sentiment Surveys not only rank among our team's favorite projects, now they are award-winning! This fall, PRSA-NJ recognized our work on last year's survey program with a Pyramid Award. What a great testament to quality results for a long-time (and ever-newsworthy!) client. [Read more >>](#)

New Clients

A warm welcome to the latest additions to the Caryl Family.



Here We Grow

Meet Lois Goldrich and Bari Faye Siegel, the newest members of our **rock-star team!** Lois joined our writing team earlier this year, and Bari came on board this fall as an account manager and writer. These talented ladies – both accomplished journalists – have quickly become part of the gang, and their contributions are very much appreciated.

What Else is New?

It's been a busy fall at Caryl

Communications. That's good news, because it means our clients are busy! By all indicators, small businesses and start-ups are, too. In October, Sandy Crisafulli and Lori Crowell attended NJ.com's "Cocktails and Connections," a workshop and networking event for women entrepreneurs (Sandy led a roundtable discussion on media relations).



"The number of women we met with recently launched, about-to-launch and growing businesses was so encouraging," Sandy said. "There was a great energy around building a culture of support and sharing knowledge. NJ.com put together a fantastic event."

As always, we would love to hear your latest news! Reach out to Sandy at [**sandy@caryl.com**](mailto:sandy@caryl.com) to schedule an in-person or virtual catch-up.

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