



CARYL
COMMUNICATIONS
PUBLIC RELATIONS & MARKETING

We're Celebrating 40 Years!

And what an exciting journey it has been. As many of you know, Caryl Bixon-Gordon founded our boutique firm – in 1984 – and spearheaded its growth from a single-person operation into one of N.J.'s leading PR agencies. Sandy Crisafulli, who held numerous leadership roles throughout her 30+ years with the firm and has been instrumental in our success and expansion, assumed ownership and took the helm upon Caryl's retirement in 2021 (Caryl is loving life at the beach these days and sends her regards!)

For us, a great source of pride is our agency's history of long-term relationships in an ever-evolving business climate.

- The majority of our **retainer-based clients** have been with us for more than a decade (with several spanning 20+ years!).
- The average tenure of our **talented team members** is 12 years (some with 20+ years or closing in on it!).

Cheers to all that's yet to come! "To exist is to change, to change is to mature, to mature is to go on creating oneself endlessly." — Henri Bergson

40 Charities for 40 Years – We Need You!

Our belief in community helps guide our work here at Caryl Communications. As such, we have embarked on a "40 Charities for 40 Years" initiative, in which we will donate \$40 to 40* nonprofits in celebration of our 40th anniversary.

Our staff members have already selected causes close to their hearts, and

now it is your turn. Email your suggestions to jamie@caryl.com no later than March 31. Please only recommend nonprofits that are inclusionary, secular and non-political in nature. Our thanks, in advance, for participating!

**Truth be told, this may not turn out to be an exact science – and that’s all good. Multiple votes for some of the nonprofits may double or triple a donation.*

Our Milestone is in Great Company

It’s a particular delight to share our anniversary year with several clients celebrating milestones of their own.



85 years



70 years



40 years



35 years



15 years



10 years

Our congrats to Norman’s Hallmark, Garden Communities, Walters, Tryko Partners, Lee & Associates and Noble Care. We are always proud to serve as your PR partner!

Five Ways to Leverage an Anniversary’s PR Value

What’s in a number? When it comes to a company anniversary, the answer is quite a lot. An anniversary – particularly one ending in zero or five –

signifies an organization's stability and, very often, client loyalty and staff dedication, too. We offer five PR-inspired suggestions for celebrating in our [new blog](#).

What's New with You?

As always, we would love to hear your updates, too. Please reach out to Sandy at sandy@caryl.com or [201-796-7788](tel:201-796-7788) to schedule a catch-up meeting or call.

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