



For Immediate Release

Caryl Communications' Crisafulli Named to PR Boutiques International™ Executive Committee

Growing Network Spans North and South America, Europe

HOBOKEN, N.J. (Oct. 14, 2025) — Hoboken-based public relations firm [Caryl Communications](#) is expanding its role in [PR Boutiques International™](#) (PRBI) with the appointment of Sandy Crisafulli, president, to the organization's Executive Committee. In this role, she is supporting operations and overall strategy for PRBI's mission to combine boutique service with global perspective.

Caryl Communications in 2024 became a member of the growing peer network of independent public relations firms. "PRBI members are experts in the field, and the group's spirit of collaboration and knowledge-sharing is such a powerful asset for both Caryl Communications and our clients," said Crisafulli. "Change and opportunity are the current headlines for the PR industry. It is an honor to be involved in a network committed to exploring emerging tools and innovations, and working together to adapt strategically. I look forward to contributing as part of the Executive Committee."

PRBI's reach spans North and South America as well as Europe, with a membership of more than 25 firms. PRBI members are known for delivering top-level expertise, personal attention and efficiency to clients across industries. "Our exceptional member agencies – led by industry veterans like Sandy – underscore PRBI's impact as a worldwide network with the nuanced understanding of local markets," said Julia Labaton, PRBI president. "Each brings deep expertise and insight, expanding the value we provide to clients around the world."

Crisafulli became Caryl Communications' second owner in 2022 upon the retirement of Founder Caryl Bixon-Gordon. Following her career launch as a journalist, Crisafulli joined the firm in 1992 and served in multiple senior roles focused on account management, writing and media relations before her appointment to the company's executive team as Chief Operating Officer in 2020.

Caryl Communications has a 41-year history of serving businesses and nonprofits in the greater New Jersey/New York marketplace. Services include communication strategy, public relations services, media relations, digital marketing support and crisis communications. Caryl Communications and its leadership are consistently honored with an array of annual "top PR firms," "women-owned business" and "power" rankings by leading regional publications. The agency has received the prestigious [Public Relations Society of America](#) (PRSA) Anvil Award of Excellence and numerous PRSA-NJ Pyramid Awards.

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[About Caryl Communications](#)

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