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Contacts: Jenny Robertson  
(817) 332-4600  
robertson@gcgmarketing.com

Megan Murphey  
(817) 332-4600  
murphey@gcgmarketing.com

**GCG MARKETING WELCOMES KALYN BALDWIN AS  
COMMUNITY DEVELOPMENT COORDINATOR**

FORT WORTH, Texas — Sept. 21, 2009 — Fort Worth-based GCG Marketing announces the addition of Kalyn Baldwin as community development coordinator. In this role, Baldwin will support new business development through community outreach initiatives, along with monitoring and launching social media strategies.

“Kalyn has a solid understanding of social media and the ways it can be leveraged for marketing initiatives,” said GCG president Neil Foster. “We saw this potential in her as an intern, and we couldn’t be more pleased to bring her on as an employee.”

Prior to joining GCG as an intern in September 2008, Baldwin held an internship at Starr Tincup. A Nebraska native, Baldwin is currently a senior at Texas Christian University, where she serves as president of the TCU Ad Association.

**About GCG**

Fort Worth, Texas-based GCG Marketing is a full-service marketing firm providing strategy and consultation, along with advertising and public relations services, to clients in the healthcare, corporate, consumer and business-to-business arenas since 1973. For more information, visit [www.gcgmarketing.com](http://www.gcgmarketing.com) or read the GCG blog at [www.gcgideas.com](http://www.gcgideas.com).

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