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### LANDIS COMMUNICATIONS INC. (LCI) CONTINUES TO GROW

#### *Expertise of New Hires, Moore, Garibaldi and Beaven, Aid in Expanding Agency Growth into the Consumer Tech, Food, Beverage and Sustainability Arenas*

**San Francisco, July 19, 2011** – [Landis Communications Inc.](http://Landis Communications Inc.) (LCI), an award-winning, mid-sized, independent public relations and social media agency based in San Francisco, announced today the addition of Erin Hunt Moore as Senior Counselor, Keely Garibaldi as Account Executive and Tarah Beaven as Account Executive. Bringing a combined 25 years of public and media relations experience, the new additions to the LCI team are a reflection of the agency's enhanced growth in the corporate, consumer tech, food, beverage and sustainability industries.

"I am extremely pleased to welcome Erin, Keely and Tarah to the LCI team," says [LCI President David Landis](#). "Their breadth of consumer public relations experience, specifically in consumer tech, food and beverage and sustainability arenas, not only strengthens LCI's existing account teams, but also aligns with LCI's core company philosophy. I'm looking forward to seeing all three professionals grow and believe they will contribute greatly to the ongoing expansion of the company."

#### **About Erin Hunt Moore, Senior Counselor**



An accomplished public relations and strategic marketing professional, Erin Hunt Moore's multi-faceted background brings versatility and capability to LCI, with more than 15 years of expertise drawn from in-house corporate strategy and public relations agency work. A coast-to-coast food and beverage veteran, Moore has launched and overseen public relations efforts for numerous epicurean notables, including The Mina Group, French's Foods, WJ Deutsch & Sons Premium Wines, Pernod Ricard USA, DGB Wines (South Africa), CUESA (the Center for Urban Education on Sustainable Agriculture), LEVEL Vodka (Absolut) and Heineken. Moore's commitment to and passion for supporting food and sustainability issues has led to her leadership roles and participation with organizations such as Slow Food USA, Share Our Strength's Taste of the Nation SF, Chefs Collaborative, the American Heart Association and Memorial Sloan-Kettering Cancer Center NYC.

In addition to her extensive food and beverage know-how, Moore's public relations knowledge spans many industries including legal, financial services, technology, beauty, education and non-profit, where she has represented highly regarded companies such as Reebok International, Liberty Mutual, YWCA Boston, the City of Boston, the Democratic National Convention and German-based Premiere TV, Deutsche Grammophon and Gruener & Jahr Publishing in Germany.

#### **About Keely Garibaldi, Account Executive**



Keely Garibaldi joins LCI from C. Milan Communications, a boutique San Francisco media and public relations agency specializing in the luxury wine,

real estate, food, travel, hospitality, golf and architecture industries. During her time at C. Milan Communications, Garibaldi served in a Director role overseeing the public relations for many of Napa and Sonoma's prestigious wineries, including Dana Estates, Cliff Lede Vineyards, Vineyard 29, Melka Wines, Ladera Vineyards and Lynmar Estate. In addition to her extensive wine public relations experience, Garibaldi also holds a Bachelor's of Science degree in Viticulture from California Polytechnic State University San Luis Obispo, arming her with valuable wine industry knowledge and experience.

While at C. Milan Communications, Garibaldi also oversaw the accounts for Napa Valley's esteemed Poetry Inn and Sonoma's Mayacama Golf and Residence Club, where she assisted in launching Mayacama's private fractional ownership real estate offerings.

#### **About Tarah Beaven, Account Executive**



Prior to joining LCI, Tarah Beaven worked at San Francisco's Cohn & Wolfe agency. During her time there, Beaven served as an integral part of the agency's sustainability and consumer practice branch, where she oversaw accounts such as Tom's of Maine, Neato Robotics and Wellcore. In addition to her agency experience, Beaven has also worked independently as public relations consultant for various Bay Area companies, where she handled a wide array of job functions from media relations, strategy and integrated marketing to launch green initiatives and educational community programs.

Through her agency and consulting experience, Beaven's background encompasses a wide range of industries including consumer goods, education, non-profit, consumer tech and sustainability. Some of her past clients include Watermill, TOKYObay, Girl Scouts of Northern California, Golden Gate University and Joby.

#### **About Landis Communications, Inc.**

LCI is a full-service, independent San Francisco public relations agency that specializes in consumer, business-to-business, social media, digital, consumer technology and non-profit communications for international, national and regional clients. LCI provides strategic, creative and results driven public relations counsel to clients in a variety of consumer-focused and business-to-business industries. Dedicated to helping businesses improve their bottom line, LCI is known for its trademarked Promised Results© program. LCI also is the San Francisco member agency of the Public Relations Global Network ([www.prgn.com](http://www.prgn.com)) with 42 affiliate agencies worldwide. For further information about LCI, please visit [www.landispr.com](http://www.landispr.com).

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