



FOR IMMEDIATE RELEASE

Contact: Ross Hilker, Marketing and Public Relations (303) 289-3782
Date: Friday, March 27, 2009

City names new marketing and PR manager

COMMERCE CITY – The city has named Kim (Podobnik) McCarl, APR, as its new Marketing and Public Relations Manager. McCarl begins her new position on March 30.

McCarl joins the city from Vladimir Jones, a Denver area communications agency, where she served as account group director for the agency's government, transportation and nonprofit clients. She managed \$1.5 million in annual billings for clients such as the Colorado Department of Transportation, the Regional Transportation District's FasTracks program, the Colorado Women's Foundation and COMPA Ministries.

Prior to joining Vladimir Jones, McCarl served as public information officer for Arapahoe County and as director of communications for the City of Aurora.

"Kim will be a great addition to the staff and to Commerce City," City Manager Jerry Flannery said. "Her experience, her background and her enthusiasm will benefit the city and its residents."

McCarl earned her Bachelor of Science degree in public relations from Northern Arizona University in Flagstaff. She obtained her Accreditation in Public Relations through the Public Relations Society of America in 2002 and serves on the board of directors for the Colorado chapter.

She is a member of the Denver Metro Chamber of Commerce Transportation Committee, and sits on the board of directors for the Junior League of Denver.

"Commerce City has such a rich history and a very bright future," McCarl said. "I am delighted to join the efforts of city leaders and staff as we work to create a community that residents are proud to call home and where business thrives. Much has changed in Commerce City and I can't think of a better time to be here."