



**PUBLIC RELATIONS
DIGITAL/SOCIAL MEDIA
EVENTS**

The Castle Group Welcomes Vice President Carole McFall

Boston, Mass., October 10, 2017 – Boston-based public relations and events management firm The Castle Group today announced that Carole McFall has joined as vice president of public relations. McFall supports clients across industries, including education and healthcare. She is also a senior leader for Castle's strategic communications and crisis practices.

Prior to joining Castle, McFall was associate vice president of communications at Emerson College, where for seven years she led regional and national communications strategies to support enrollment, development, branding and presidential transitions. Before that, she oversaw marketing and media relations for WGBH's national public television programs "NOVA" and "NOVA scienceNOW." Prior to that, McFall was the director of media relations at the Museum of Science, Boston where for 10 years she planned and executed national and regional media relations campaigns for all of the Museum's exhibitions, films and programs.

"Carole and I have worked together both at another agency years ago and in a client-agency relationship. Having her join the team is seamless and I couldn't be happier," said Sandy Lish, Castle principal and co-founder. "She shares our strategic approach to superior client service and results, strong relationship building skills and a scrappy outlook. Carole's a tremendous asset to our higher education and crisis practices, particularly given her more than 20 years of industry experience."

"I'm delighted to join Castle and its team of talented, resourceful and smart communicators," said McFall. "I'm a naturally curious person, so I'm excited to work across a variety of industries to help our clients achieve strategic success."

A resident of Woburn, McFall graduated with a degree in communications from Northeastern University. She serves on New England Council's Higher Education Committee and is a member of Boston Women in Media and Entertainment. McFall enjoys playing tennis, running and exploring Greater Boston.

About The Castle Group

The Castle Group leverages its Boston connections and global reach to create communications strategies that deliver business results, with an emphasis on PR, events management, crisis communications and digital. With a client roster that includes Fortune 500, high-growth start-ups, privately held, higher education and health care clients, Castle is supremely skilled at navigating complex organizations and surfacing unique ways to powerfully deliver clients' messages. A certified women-owned business, the firm is a member of the Public Relations Global Network, 50 exclusively selected affiliates representing the world's major media markets. Castle, its leadership and teams have won numerous industry, civic and professional awards, are devoted corporate citizens, and pride themselves on infusing an entrepreneurial spirit and scrappy attitude into every endeavor. Based in Boston, Castle recently opened offices in Atlanta and Maui. The Castle Group was named Public Relations Agency of the Year in Canada and the U.S.A. by the 2017 International Stevie Awards. For the fourth time and second year in a row, The Castle Group was named a best place to work by the *Boston Business Journal*. Find Castle, its clients and their

programs online, in person, in their communities and around the world. For more information, visit www.thecastlegrp.com.

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