



PUBLIC RELATIONS
DIGITAL/SOCIAL MEDIA
EVENTS

The Castle Group Expands to Atlanta

Philip Hauserman to Lead Atlanta Office

Atlanta, Georgia and Boston, Mass., June 5, 2017 – Boston-based public relations and events management agency The Castle Group (www.thecastlegrp.com) has announced that the company has expanded its footprint to Atlanta, Georgia. The new office is led by Philip Hauserman, an Atlanta native and veteran public relations professional. As vice president, Hauserman is responsible for establishing the firm's presence in Atlanta and throughout the Southeast, as well as continuing to deepen Castle's growing education and crisis communications practices.

"As our work and client base continue to expand beyond New England, now is the time to grow our brand and our national reach. Our new office in Atlanta, long considered the gateway to the South, does just that," said Sandy Lish, Castle Group co-founder and principal. "We're thrilled to have Philip on our team. His command of the written word is matched only by his ability to guide clients through critical business challenges."

"I'm excited to lead Castle's continued growth, especially here in my hometown of Atlanta," said Hauserman. "With my local market experience and our team's reputation for developing smart, creative integrated communications strategies, we are uniquely positioned to help clients here in Atlanta and across the Southeast communicate with the audiences that matter most."

With more than 13 years of experience, Hauserman works closely with educational institutions, non-profits, major corporations, and professional service firms to deliver timely, consistent, and concise messages to the audiences that matter most, in preparation for and in response to high visibility issues. Examples of sensitive and highly charged situations he has managed include discrimination, litigation, wrongful termination, workplace violence, sexual assault, data breaches and executive misconduct. Hauserman is also known throughout Atlanta for helping companies increase awareness, visibility and acceptance through media, thought leadership and speaking opportunities.

Hauserman is a member of the Brookhaven Rotary Club, where he has held various leadership positions, including past chair of the club's literacy program. He graduated from Presbyterian College in Clinton, South Carolina, with a bachelor's degree in English and a minor in business administration. Hauserman is also a founding member of the Curtis Bell Scholarship, which he and four others established in 2005 in memory of their friend and teammate.

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.

Contact:

Shayna Chapel
The Castle Group
schapel@thecastlegroup.com
617.337.9501

###