



For Immediate Release
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Caver Public Relations Launches Caver Sports Communications

AUSTIN – Caver Public Relations, an Austin-based strategic communications and public relations firm, announced today the launch of Caver Sports Communications. Caver Sports Communications is a communications consulting firm focused on helping college athletics programs communicate in sync.

“We are the first public relations and communications firm to focus on college athletics programs,” said Bonnie Caver, President and Founder of Caver Public Relations. “Caver Sports Communications is an opportunity for us to share our strategic communications expertise with collegiate athletics programs that are facing complex communications challenges daily.”

Caver Sports Communications will offer a three-step Communications Game Plan™ to coach athletics programs through the process of bringing all communications into sync and building a team around communications for the business side of college athletics.

“Our Communications Game Plan is not unlike what we offer our corporate clients around strategically managing brand and image through communications vehicles and messaging. However, we also understand the nuances and unique facets of college programs,” said Caver, who began her career in media relations at The University of Mississippi Athletics Department.

About Caver Public Relations

Caver Public Relations is a full-service public relations firm with a diverse global client base focused in Texas, the Southeast and China.

Founded in 2004 by Bonnie Caver, Caver Public Relations is a virtual agency built on a foundation of offering each client personalized senior expertise and leadership in strategic communications to create and execute innovative communications strategies that build partnerships and reach business goals.

By assembling virtual expert teams unique to the goals of clients, Caver Public Relations is able to bring some of the top resources in the industry to work for clients without the overhead of a larger firm.

About Caver Sports Communications

Caver Sports Communications is the first strategic communications and public relations firm focused solely on college athletics. Caver Sports Communications helps college athletics programs build a strategy and the appropriate team around their communications efforts so communication is in sync, both internally and externally.

Caver Sports Communications, based in Austin, Texas, was founded in 2008 as an arm of Caver Public Relations. For more information visit: www.caversports.com or <http://sportscommunications.wordpress.com/>

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