



## News Release:

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### **Hafner and Fedigan Join Step One Creative As Summer Interns**

**OSWEGO, New York (July 9, 2008)** – Step One Creative, an Oswego-based marketing communications firm, has announced that Caitlin Hafner and Sarah Fedigan have joined on as summer interns, according to President Shane Stepien.

Hafner, a senior at SUNY Oswego, with a major in marketing and minor in economics, will assist the marketing firm with various client related projects, events, publicity and development.

A native of Baldwinsville, New York, Hafner previously interned at Operation Oswego County, has worked closely with the Women’s Entrepreneurial Network (WNET), and assists her family with marketing and overall operations at her family farm and business Katie’s Pumpkin Patch.



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Fedigan, a senior Graphic Design major at SUNY Oswego, will assist the agency's Creative Director Mark Proud on various client-related projects, advertising design, and brand identity initiatives.



A native of Schodack, New York, Fedigan also works for SUNY Oswego's Lifestyles Center as a graphic designer during the Fall and Spring semesters. During the summer months, she enjoys spending her free time reading and going to Lake George.

"We are very pleased to welcome Katie and Sarah to our agency through the SUNY Oswego Experience-based Education Program," said Stepien. "They're both very talented individuals and we're fortunate to have them as part of our team this summer... and hopefully beyond."

"We are equally pleased to be able to provide the availability of our Oswego firm to SUNY Oswego and their respective marketing, public relations and/or graphic design students," he added.

Established in 1996, *Step One Creative*, a division of Step One Communications, LLC is a marketing communications firm located at 135 West First Street in Oswego, that offers full-service advertising design, brand development, public relations, copywriting, media planning/placement, marketing research, and capital campaign development/fundraising to organizations and businesses throughout Central and Upstate New York.

For additional information on Step One Creative please call (315) 342-2554 or visit them online at [www.steponecreative.com](http://www.steponecreative.com).