



News Release:

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Pavlus Joins Step One Creative As Spring Intern

OSWEGO, New York (February 19, 2009) – Step One Creative, an Oswego-based marketing communications firm, has announced that Laura Pavlus, of Liverpool, New York, has joined the agency as a spring intern, according to President Shane R. Stepien.

Pavlus, a senior public relations major at SUNY Oswego, will assist Step One with various client-related projects, events, publicity and development.

“We’re excited about Laura’s internship with our agency, and look forward to having her assist us on a variety of new projects this spring,” said Stepien. “She has a lot of enthusiasm, and strong public relations skills that will be a tremendous asset to our clients.”



In addition to her internship at Step One Creative, Pavlus works at the Alumni and Parent Relations Office of SUNY Oswego, where she interned last year as the Senior Class Coordinator. She is currently the President of the student organization, the Future

Alumni Network, and, in her free time, is involved with the SUNY Oswego Theatre Department. After choreographing, assistant directing, and acting in last year's production of *Cabaret*, she was recently cast in this year's spring production, *Into the Woods*.

Established in 1996, *Step One Creative*, a division of Step One Communications, LLC is a marketing communications firm located at 135 West Second 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.