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FOR IMMEDIATE RELEASE

Laura Carabello, Principal, CPR Strategic Marketing Communications, Receives YWCA Bergen County's TWIN Award For Business Leadership

ELMWOOD PARK, N.J. – April 27, 2010 – The [YWCA](#) Bergen County has chosen Laura Carabello, principal of CPR Strategic Marketing Communications ([CPR](#)), a leader in strategic marketing communications for the health care, life sciences and technology industries, as this year's recipient of its Tribute to Women and Industry (TWIN) award as outstanding business leader and industry and community role model for women. The 36th Annual TWIN Awards dinner will take place at the Teaneck Marriott at Glenpointe on April 29, 2010.

"Laura is a dynamic business leader, entrepreneur, and nationally recognized expert in strategic marketing," says Mary Jo Kurtz, chairwoman of the Nominee Review Committee, YWCA Bergen County. "She has served as a role model for woman in her community and throughout her industry both personally and professionally. Her deep and wide-ranging knowledge of international and national health care business stems from more than 25 years of experience as an expert in business, technology, and health care."

Proceeds from the TWIN award support key programs of the YWCA that empower women and girls physically, emotionally, and financially. These programs include the Rape Crisis Center; child care and summer camp scholarships for families needing financial assistance; and adapted recreation programs for people with mental and physical challenges.

Carabello adds, "I am honored to receive this award because it comes from an organization that supports progressive work, family, and community involvement,

encourages women to reach new heights, and shows them that success can be attained from many paths.”

About CPR Strategic Marketing Communications

Founded in 1981, CPR draws upon its firm understanding of the challenges and successes of the healthcare industry to deliver strategically guided public relations, advertising and interactive services to a wide variety of established and emerging organizations. Our solutions draw directly upon the over 100 years of combined healthcare experience of our team to provide innovative and effective corporate and product communications campaigns. For more information, please visit www.cpronline.com, or e-mail pr@cpronline.com, or call 201-641-1911 x50. You can now visit CPR on [Facebook](#) and [Twitter](#).

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