



**PRESS RELEASE**

For Immediate Release

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**FRESH CREATIVE HIRES NEW MARKETING ASSISTANT**

FORT WALTON BEACH, FLA (Jan. 23, 2008) – Fresh Creative – a communications and design firm located in Fort Walton Beach, Fla. that specializes in marketing real estate and hospitality properties – announces the addition of Britt Walker as marketing assistant.

Walker's primary responsibility will be to assist with all marketing efforts, including media, account services, research, public relations and creative production.

"As far as assistants go, Britt is far more qualified than most," said Judy Ricks, vice president and creative director at Fresh Creative. "She is a strategic thinker and multi-tasker armed with impressive credentials. We are thrilled to have her aboard."

Walker's experience includes internships with several advertising agencies in Hamburg and Cologne, Germany, before coming to the United States and earning an associate's degree in marketing management. She then returned to Germany to complete the MBA program at the University in Bielefeld.

Focused on advertising throughout her studies, Walker chose to explore comparative advertising in her master-thesis. Comparative advertising is a tactic long used in the U.S., but was newly legalized in Germany at the time.

(more)

For Walker, a highlight of her studies in Europe included working with a team to develop a new proprietary training program designed to seamlessly assimilate German professionals into American culture.

Walker, a beach lover who enjoys the unique costal communities in the area, has been vacationing in Northwest Florida since 1979. She lives in Valparaiso with her husband, Paul, and their two children.

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Fresh Creative is a communications and design firm established in 1992 that specializes in marketing real estate and hospitality properties. Using strategic process and experience, it develops comprehensive solutions that create distinctive impressions. Contact Fresh Creative at (850) 244-5549. For information about Fresh Creative, visit [www.visitfreshcreative.com](http://www.visitfreshcreative.com).