

# NEWS RELEASE

## FOR IMMEDIATE RELEASE

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## SHERRI RIGG JOINS COMMUNICATIONS PACIFIC AS ACCOUNT DIRECTOR

**HONOLULU** – Sherri Rigg, who has extensive experience in public relations, marketing and event management, has joined the Communications Pacific (CommPac) staff as an account director and will begin her new duties Monday, April 11.

“We are delighted that Sherri is joining our dynamic team of professionals,” Kitty Lagareta, CommPac CEO, said. “She has an extensive background and years of experience, which will allow her to provide valuable strategic insights and services to our clients.”

Since 2009, Rigg has served as president and owner of her own marketing consulting company, Rigg Communications. She oversaw and directed all activities, including advertising collateral production, event marketing and public relations for clients such as P.F. Chang’s Waikiki, Kapolei Commons Shopping Center, Kona Commons Shopping Center and Lorna Jane Active Living.

“I’m thrilled to be joining the CommPac team and look forward to utilizing my marketing and public relations experience and knowledge to build strong client relationships and enhance client services,” Rigg said.

(more)

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Before starting her own company, Rigg supervised and developed effective brand strategies and public relations tactics for the successful launch of national brands entering the Hawaii market, including Starbucks, Jamba Juice and P.F. Chang's.

Along with planning and executing events to strengthen brand awareness and increase sales, she also managed the grand openings of more than 90 new store locations in Hawaii.

Aside from Rigg's accomplishments in the restaurant and quick-service industry, she also has extensive experience in the tourism and hospitality industry, serving as the director of public relations at the Hawaiian Regent Hotel and assisting in hotel communications and public relations for the Sheraton Moana Surfrider, Kona Village and Kona Surf Resort.

Rigg graduated from Pepperdine University with a Bachelor of Arts degree in communications, specializing in public relations.

She resides in Hawaii Kai and is a strong supporter of Diamond Head Theatre and Manoa Valley Theatre.

#### **About Communications Pacific**

Communications Pacific ([commpac.com](http://commpac.com)) is Hawaii's leading integrated communications company, offering media relations, marketing, event planning, crisis management, community building, and enculturation services. Founded in 1969, CommPac's reputation for excellence is well established and well known. We are the only agency in Hawaii selected to be a member of [IPREX](http://IPREX), a global network of communication firms with 115 offices worldwide.

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