



**For Immediate Release**

## **GCI Toronto Hires Marissa Lukaitis as Healthcare Group Manager**

**Toronto, Ontario, January 22, 2007** – Marissa Lukaitis has joined GCI Group as Group Manager in the agency's healthcare practice. Lukaitis will be responsible for proactively providing strategic counsel on multiple agency accounts and support crisis management situations, as well as having significant involvement in new business development.

She will report to Evelyn Yallen, Vice-President, GCI Healthcare. "Marissa has an impeccable track record for serving clients, growing business, and motivating team members, and I couldn't think of a better person to fill this key position," said Yallen.

Lukaitis joins GCI Group from a Toronto PR firm. She was an account manager at a Montreal-based public relations agency prior to that, where she focused on the development and execution of several public education programs for key pharmaceutical corporations. Most notable among these was a program which won the Canadian Dermatology Association's Public Education Award in 2001 and 2002. In addition to her agency experience, Lukaitis has worked as a communications consultant with the Ontario Ministry of Health and Long-Term Care. In this role she provided strategic counsel and support to a key Continuing Care e-Health project.

Marissa is fluent in both English and French. She holds a Bachelor of Arts degree in Political Science and a Certificate in Public Relations Management from McGill University.

### **About GCI Group**

GCI Group is a global leader in the public relations industry with deep expertise in the areas of consumer, healthcare, technology and corporate communications. GCI Group services a broad client base, combining the aggressiveness and agility of a speciality boutique with the depth and breadth of a dynamic multinational agency.

At GCI Group, we have always been committed to building a team of talented people who are challenged to achieve and exceed their career goals while working in an environment that fosters innovation and excellence. For more information visit [www.gcicanada.com](http://www.gcicanada.com).

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