

FOR IMMEDIATE RELEASE
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CONSUMER ATTORNEYS OF CALIFORNIA HIRE DIRECTOR OF COMMUNICATIONS

New Director Comes to CAOC With Nearly a Decade of Experience

Sacramento, Calif. – The Consumer Attorneys of California (CAOC) today announced hiring Jordan Traverso as Director of Communications.

Traverso comes to the CAOC from the California Restaurant Association where she held the position of Director of Communications. Prior to that, she was Director of Public Liaison for then-Treasurer Phil Angelides. Prior to that she was Assistant Press Secretary in the office of then-Governor Gray Davis. Her experience in political communications and public relations totals more than seven years. Traverso earned a bachelor's degree in journalism from the University of Nevada.

“We brought Jordan on board to increase the public’s awareness and to tell the true stories of the incredible work that consumer attorneys do every day,” said Michael Reyna, CEO of the CAOC. “We believe Jordan’s experience and attitude makes her a great asset to our association and membership.”

Traverso begins Monday, April 16 at the CAOC and can be reached at jordan@caoc.org.

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