

50% Discount Press Release Package Details**

Public relations is a cost-effective way to create a buzz for your business, especially when you're faced with a shrinking (or nonexistent) advertising budget. Whatever your communications goals – to launch a new product or service, project a positive public image, galvanize community support, help increase sales growth or simply spread the word about what's happening with your business – **2PR Chicks** will work with you to create a professionally written press release designed to gain media attention and crafted to appeal to your specific target audience.

For a limited time, new customers are invited to try our **Standard Press Release Package** (a \$500 value) for half-off. Included in the \$250 introductory price are:

- A **one-hour strategy and ideation session** with a 2PR Chicks executive. Every 2PR Chicks executive staffer has a minimum of 10 years *working* experience in public relations and marketing, and you'll be matched with a pro who specializes in your particular industry.
- A professionally written **two-page press release** (approx. 1,000 words) based on your communications goals – with one round of edits *included!*
- Initial **posting on selected online web sites.**

Turn to **2PR Chicks** for ideas, action and personal service!

To redeem please contact Maryellen Nugent Lee at (917) 825-0557. You may also e-mail us at info@2prchicks.com. Be sure to mention "50% PR Package."

**First-time customers only. Standard Press Release Package includes: one-hour executive consultation via toll-free conference call (or on-site, if mutually deemed convenient); two-page press release (approximately 1,000 words – extra charges apply for additional length); one round of edits (additional charges apply for substantial edits and/or multiple redirection), and posting on selected online web sites. Customized pitching and placement services are not included and available at additional charge. Discount does not apply to "Rush Orders," i.e., press releases to be turned around within 72 hours. 2PR Chicks reserves the right to reject any business based on a serious or intentional violation of any law, rule, regulation or constitutional provision, or on the sole judgment that business' behavior degrades the value of the 2PR Chicks brand or mission. Purchase of this package implies no expressed warranty or guarantee of results. Offer expires 12/31/2016.