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JUNE 24, 2014



## New Victoria service helps new businesses get noticed

**VICTORIA, BC** – Anyone who has ever started their own business knows there are a lot of challenges. One of them is getting the word out about what they are doing, something that’s now even more of a challenge with CASL (Canada’s Anti-Spam Legislation) taking effect July 1, 2014. That’s where The Press Writers wants to help.

The Press Writers are three experienced Victoria-based businesspeople – entrepreneur/mentor Peter Elkins, communication designer Jordan Clarke, and writer/editor Carolyn Camilleri – who have teamed up to offer their expertise to small and new businesses, non-profits, and social enterprises. The concept is simple: The Press Writers writes and designs a professional press release and helps get it distributed at an affordable price.

“We aren’t trying to be a marketing company or a PR company – in fact, we are happy to refer companies who are ready for that stage,” says Peter Elkins. “This is about helping small businesses and new companies get some attention so they can get established and start generating some real income.”

What distinguishes The Press Writers is that the service is personalized and starts with a real conversation – it isn’t an automated, online service – and that conversation may include referrals and advice.

“Some businesses and organizations just need a little direction or to make key connection to get them on the path to success,” says Elkins. “With our collective expertise and years of experience, we may be able to help with that or tell them who can help – an auto-reply from a media-release website can’t do that.”

“We love the enthusiasm and energy new and small businesspeople have for what they are doing,” says Elkins. “We want to give them some good support when they need it most – but can least afford it.”

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