



**FOR IMMEDIATE RELEASE**

## **PR Syndication Launches Cost-Effective Press Release Distribution and Professional Writing Services**

Debut of PRSyndication.com Makes Premium Publicity Options Accessible to Businesses and Entrepreneurs Nationwide

**TAMPA, Fla., February 14, 2011** – Affordable, high-quality press release distribution and professional writing services are now available online with today's launch of PRSyndication.com. Since the company's unveiling in mid-January, PR Syndication has been garnering widespread attention from entrepreneurs and small to midsize businesses seeking to outsource cost-effective PR strategy services.

Co-founders Nelson J. Spoto Jr., an interactive marketing veteran with extensive search engine optimization (SEO) expertise, and Shay Tressa DeSimone, a professional writer and editor with a strong background in public relations, have years of press release experience across a wide range of industries. They've worked with startups to large international corporations in many different sectors, including insurance, financial services, education, foodservice, retail, consumer goods, and technology, among others.

"By combining national [press release distribution](#) and [professional writing services](#), PR Syndication helps businesses minimize their costs while maximizing their return on their investment," said Spoto.

PR Syndication's distribution service includes direct delivery to thousands of journalists at more than 17,250 newspapers, TV and radio stations, and other media outlets throughout the country, as well as transmission via one of America's oldest, largest, and most respected newswires. Press releases are submitted to all of the big names in business news, including Dow Jones, Bloomberg, Reuters, Associated Press, *The Wall Street Journal*, *The New York Times*, *Investor's Business Daily*, and *USA Today*. In addition, clients can target industry-specialized reporters with distribution to select trade categories of their choice.

Other advantages of PR Syndication's distribution service include [professional proofreading](#) by the editor-in-chief or another senior editor, plus two additional editorial reviews prior to release. After the announcement has been issued, clients will receive a ReleaseReport™ with a summary of news outlets that have published their story, along with links to the online sources.

"Our first-class distribution and search-optimized content ensure press releases reach the widest possible audience," explained Spoto. "In addition, clients will quickly discover that a professionally written news release has the ability to generate increased media exposure and enhance their company's reputation, credibility, and brand awareness—ultimately positioning them on par with leaders in their field."

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To meet varying client needs and budgets, PR Syndication features three different levels of editorial services in addition to proofreading. Professional editing is designed to fine-tune and enhance a relatively clean draft, while the company's [press release writing services](#) can transform a rough draft, outline, or work order into a meticulously crafted, SEO-friendly news story. For the highest level of professional expertise and personal attention, PR Syndication offers a premium [Editor-in-Chief/SEO Writing Package](#) that is an industry first.

For more information about PR Syndication's press release distribution and writing services, visit <http://www.PRSyndication.com> or call 800-457-4160.

### **About PR Syndication LLC**

Founded by an interactive marketing expert and a seasoned writer/editor, PR Syndication offers affordable and highly effective press release distribution and professional writing services to organizations of all types and sizes. The company's mission is to empower entrepreneurs and small to midsize businesses with outstanding publicity and PR strategy services, enabling them to achieve unprecedented media exposure and brand awareness. PR Syndication's distribution channels include journalists at U.S. local, regional, and national media outlets, as well as a top-tier newswire that is among the country's oldest, largest, and most respected. Industry-leading writing and editing perfectly complement the company's press release submission service. Social media enthusiasts can connect with PR Syndication on Twitter ([@PRSyndication](#)) and [Facebook](#).

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### **Media Inquires:**

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