

PUBLIC RELATIONS INFORMATION FORM

Please return to Meg Law @ *Chatterbox Marketing* as soon as possible.

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4 Windarra Grove, Jan Juc, Vic 3228

To assist in generating publicity for the Marysville & Surrounds area, *Chatterbox Marketing*, the appointed Public Relations consultancy, regularly updates media with information about local product offerings and events, to generate media interest.

Journalists are most interested in what is new, fresh and different (eg. new products, innovative services, unique events and rare nature based offerings etc).

To help us better understand all local businesses currently operating, we would greatly appreciate it if you could please complete the form below. Please note, the information you provide will be made available to the media when required.

Contact Name
Position
Company Name
Postal Address
Physical Address
Phone
Mobile
Email
Website

Please provide a short summary (approximately 50-100 words) of your business and what you offer:

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What are your key 'points of difference' that make your business unique and unlike any others? (i.e. This is a chance to showcase what makes your business special – it could be a family operated business for 50 years or the only shop selling a certain product in the whole of Victoria and so on.)

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How did your business start and how long has it been in operation (feel free to make mention of the devastating fires and the rebuilding process, or simply ignore this question)

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Do you have any high profile clients or connections with any celebrities that you are happy to name? If so, are we able to contact them for a testimonial?

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If you could summarise the key features and positive points of Marysville (as it is now, not what it once was), how would you describe it to a first time visitor?

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If required, who would be the most suitable media spokesperson from your business? Please provide contact details for that person below.

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Please provide any other information you would like to include about your business below.

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