



Press Release

## **WITH PR HIRED TO SUPPORT FESTIVAL OF MEDIA**

Newly launched, full-service PR agency WITH PR has been hired to handle the PR across the Festival of Media Global 2011 and the Festival of Media LatAm 2011. Having worked on the inaugural Festival of Media LatAm last year, the team has been taken on with a bigger brief this year.

The 6-strong agency has only recently officially launched and has both a brand offering and a media offering, perfect for the needs of the marketers and media industry audiences of the Festivals. As well as Festival of Media founders C Squared, WITH PR looks after leading 3D production specialists Vision3, and DC Thomson-owned publisher This England. Their brand offering includes work for Weight Watchers (UK) Limited, retained activity for leading cash point operator Bank Machine and the launch of European mobile handset manufacturer ITTM Monaco.

C Squared managing director Katharina Pesch comments: "The launch of the Festival of Media LatAM last year was an amazing success, in part due to the great campaign WITH PR executed on our behalf. As such they were a natural choice when it came to finalising support plans for the Festival of Media Global 2011. The challenge they now face is to help us make this year's global event the biggest and best C Squared have ever done!"

WITH PR company founder Debbie Zaman comments: "It is an incredibly exciting way to start 2011. Our ambitions' of working on great clients, doing really exciting work, with a really smart team are already being realised. The global brief for the Festival of Media events falls right into our sweet spot and the team at C Squared is great fun to work with. There is a really exciting sense of dynamism and growth within the business".

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