

PR Worx awarded Canterbury SA's account

Public relations and publicity specialist, PR Worx has been appointed to handle Canterbury SA's account.

This will include managing their communications and PR initiatives as well as leveraging their sponsorship agreements with various provincial rugby teams as well as Canterbury's latest sponsorship acquisition, SA Rugby.

PR Worx is entering into its fourth year having been successfully established by industry expert Madelain Roscher. "I am incredibly proud of the company that PR Worx is becoming, and the acquisition of Canterbury as a client is a great privilege for us. I believe that this new relationship will certainly be a long and successful one. To ensure that Canterbury's demands are completely met, we recently established an office in Cape Town - under the leadership of Analize Pedregal - as this is where their head office is based," comments Roscher.

Over the past three years, PR Worx has acquired clients such as Comair Limited, WesBank, and Xerox among others. It definitely looks as if the team from PR Worx will keep the consultancy moving from strength to strength, and is soon on its way to becoming one of South Africa's top marketing communications companies.

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