

# Creating a Killer Publicity Strategy with Online News Releases

**Webinar Moderator:**



**Jiyan Wei,  
Director of Product Management, PRWeb**

## Guest Speakers:

### **Bill Stoller**

**Publisher, PublicityInsider.com**



- For the last 7 years he has been editor & publisher of Free Publicity - The Newsletter for PR Hungry
- Spent over 27 years as one of America's top publicists including stints with top PR Firms Cohn & Wolfe, Burson-Marsteller and, for the past 15 years, with his own agency, Stoller & Bard Communications.
- Provided PR counsel and implemented publicity programs for Colgate-Palmolive, Hasbro, 20th Century Fox, Coca-Cola, Nabisco, Golden Books, and hundreds of smaller and mid-sized companies.

### **Janet Meiners Thaeler**

**Author and Publicist, OnlinePRBooks.com**



- Internet marketer and blogger at NewspaperGrl.com
- Write press releases and coach small businesses on social media strategies for OrangeSoda.
- Winner of the 2009 "Social Media Content Guru" Award from the Social Media Club.
- Online PR and online press release expert at OnlinePRBook.com
- Author of new book, "I Need a Killer Press Release, Now What???"

## **Publicity – It's All In the Timing**

## What is “Lead time”?

- **Long Lead Magazines (such as Ladies’ Home Jrl, Redbook)** - are working 5-6 month’s in advance on: Spring Cleaning & Weddings, Academy Awards, Easter, Tax Time, Baseball.
- **Television** - Generally work immediately to two month’s in advance. Immediate stories go to the news assignment editor, advance stories go to the futures editor.
- **Regional Business Publications (such as Crain’s NY Business)** – One month to three months in advance.
- **Regional City Publications - (such as San Diego Magazine, Boston Magazine)** - Two to three months in advance.
- **Newspapers** - Work with no lead time to one month in advance.
- **Online Pubs, ezines, blogs, social media** – 5 minutes ago
- PR Web Bonus “Insider Secret”:
- **AP Special Editions - Topics w/deadlines:** Taxes 11/01, Pets 12/01, Homes/Spring Cleaning 1/5/10. Send AP press info to: Julia Rubin, [jrubin@ap.org](mailto:jrubin@ap.org)

# The Four Seasons of Publicity

# Building an All-Year Publicity Machine

- **First Quarter: January – March**
  - What the Media is Covering: Trend stories, “get personal house in order” stories
  - Key Dates & Events: New Year’s, Super Bowl, NCAA Tournament, Easter, The Academy Award, Valentine’s Day Grammy Awards
- **Second Quarter: April – June**
  - What the Media is Covering: “Anything goes” time of year – light, fun stories, summer plans and vacation pieces, leisure, safety, things to do with kids
  - Key Dates & Events: Baseball opening day, tax day, spring gardening, Mother’s Day, Father’s Day, Memorial Day, end of school, summer vacation, spring weddings
- **Third Quarter: July – September**
  - What the Media is Covering: entertainment-themed pieces, anything w/celebrities, lighter business stories, new products, trend pieces, back to school
  - Key Dates & Events: July 4<sup>th</sup> festivities, summer movies, summer travel, back to school
- **Fourth Quarter: October – December**
  - What the Media is Covering: Busiest time of media calendar, holidays, year end economy, holiday travel, year in review
  - Key Dates & Events: Labor Day, World Series, Election Day, Halloween, Thanksgiving, Christmas, New Year’s Eve, New Year’s predictions.

## Time Your Publicity Efforts to Upcoming Seasonal Events:

**November:** Daylight Savings Time Ends (Nov.1), US Election Day (Nov.6), Veterans Day (US), Remembrance Day (CAN) (Nov.11), World Kindness Day (Nov.13), America Recycles Day (Nov.15), Thanksgiving (Nov.26), Black Friday (Xmas Shopping Season Begins – Nov.27), American Education Week (Nov. 15–21), National Bible Week (Nov. 22–29), National Family Week (Nov. 22-28), National Alzheimer's Disease Month

**December:** Holiday & Executive Gift Giving Stories, Good Samaritan Stories, UN: World AIDS Day (Dec.1), First Day of Winter (Dec.21), Christmas (Dec.25), Boxing Day (CAN) – Dec.26), Chanukah (Dec.12-19), New Year's Eve (Dec.31), First Nights (Dec.31), Human Rights Week (Dec.10-17), National Drunk & Drugged Driving Prevention Month, Safe Toys & Gifts Month

**January:** New Year's Day, New Year's Resolutions, Nat'l Cut Your Energy Costs Day (Jan.10), Organize Your Home Day (Jan.11), Nat'l Clean Off Your Desk Day (Jan.11), Martin Luther King, Jr. Day (Jan.18), Women's Self-Empowerment Week (Jan.5-11), Healthy Weight Week (Jan.17–23), Crime Stoppers Month, Family Fit Lifestyle Month, National Mentoring Month, National Get Organized Month, Financial Wellness Month, National Clean Up Your Computer Month

# The 10 Commandments of Press Releases

# The 10 Commandments of Press Releases

- 1. Thou Shalt Be Professional**
- 2. Thou Shalt Not Be Promotional**
- 3. Thou Shalt Not Be Boring**
- 4. Thou Shalt Be Brief**
- 5. Thou Shalt Know Thy Recipient**
- 6. Thou Shalt Use The Proper Tense**
- 7. Thou Shalt Think Visually**
- 8. Thou Shalt Tell A Story**
- 9. Thou Shalt Not Bear False Witness**
- 10. Thou Shalt Know Thy Limitations**



# The Publicity Seeker's Cookbook

## A Look Insider My Personal Stash of Idea Sparklers

- **Start a Hall of Fame**
- **Make a List**
- **Craft an Index**
- **Charity Tie-Ins & Fundraisers**
- **Hold A “Thon”**
- **Go On A Community Crusade**
- **The Largest \_\_\_\_\_**
- **The Most People Doing \_\_\_\_\_ At Once**
- **Celebrate A Hero**
- **Bring Fans Together - Hold A Convention**



## **Keep The Publicity Flowing – For Free**

## Top Free Online Places To Go That'll Keep You Updated

- **www.Woodenhorsepubs.com**
- **www.HelpAReporter.com**
- **www.pitchrate.com**
- **pr.alltop.com**
- **journalisttweets.com**
- **www.journalisted.com**
- **www.muckrack.com**
- **www.mediaontwitter.com**
- **www.wiredjournalists.com**
- **Journalists Speak Out**  
**<http://bit.ly/fgNng>**
- **Ragan's PR Daily Newsfeed**
- **www.mediabistro.com/prnewser**
- **www.pitchengine.com**
- **www.pr.com**
- **Twitter**
  - **@Journalistics**
  - **@Helpareporter**
  - **@themediaisdying**
  - **@briansolis**
  - **journchat tweetup**

# How to Create Killer Online Press Releases

# Find Current Trends Online



Choose News Search

Search terms

Tip: Use the plus sign to indicate OR. (tennis + squash)

Christmas  
+ Add search term

Filter

News Search

United States All subregions All metros

Last 90 days

All Categories

Choose time frame

Can search by category

Search

Search terms		
<b>Top searches</b>		
1.	<a href="#">christmas carol</a>	100
2.	<a href="#">christmas tree</a>	60
3.	<a href="#">a christmas carol</a>	50
4.	<a href="#">christmas 2009</a>	40
5.	<a href="#">obama christmas</a>	20
6.	<a href="#">white house christmas</a>	15
7.	<a href="#">white christmas</a>	15
8.	<a href="#">christmas songs</a>	15
9.	<a href="#">christmas music</a>	15
10.	<a href="#">christmas carol movie</a>	15
New! <a href="#">Embed this table</a>		
<b>Rising searches</b>		
1.	<a href="#">obama christmas</a>	Breakout
2.	<a href="#">christmas songs</a>	Breakout
3.	<a href="#">christmas carol movie</a>	Breakout
4.	<a href="#">christmas tree</a>	+250%
5.	<a href="#">a christmas carol</a>	+250%
6.	<a href="#">christmas carol</a>	+200%
7.	<a href="#">christmas music</a>	+110%
8.	<a href="#">white christmas</a>	+90%
9.	<a href="#">christmas 2009</a>	+70%
10.	<a href="#">white house christmas</a>	+50%
New! <a href="#">Embed this table</a>		

## Current Trends in News Releases

- **Economy: “layoff” and “layoffs”**
- **The holidays: “after Christmas sale” “Christmas sweater”**
- **“Christmas music” “Christmas recipes” and “Christmas cookies”**
- **Search for rising searches by category.**
- **See what’s hot in online news stories right now in your industry.**
- **Use popular phrases in your press release headline.**
- **A shortcut to the top of search engine listings.**

# **Top 5 Mistakes When Creating An Online News Release**

## **Top 5 mistakes when creating an online news release**

**Mistake #1:  
No keyword links**

# To Enhance Rankings for keywords, link the phrase "HD Multimedia Player" within press release

## New Hot Consumer Electronics for the Holidays – PrimeDTV Announces Home-Networked HD Media Player, PHD-HM5

Connect it, Play it! Enjoy the Most Amazing Home Entertainment HD Experience during this Holiday and Every Day from PrimeDTV Brand-new HD Media Player.

make into a link to HD Media Player

Anaheim, CA (PRWEB) November 15, 2009 – PrimeDTV is proud to announce their newly designed High Definition (HD) Media Player, PHD-HM5, to general public. [HD Media Player](#) product has been named by Amazon as one of ten (10) hottest electronics products in 2009. PrimeDTV's HD Media player is not just the hot new consumer electronics, but also carries exceptional video quality, extremely reliable design, and very intuitive to set up with external drives and network. All these make PHD-HM5 standing out from its class.

“ We are very excited about PHD-HM5 in addition to our already successful HDTV Set Top Box product line. This new model enhances our strength in developing such affordable and high quality digital video consumer electronics in a short period time. ”

“We are very excited about PHD-HM5 in addition to our already successful HDTV Set Top Box product line. This new model enhances our strength in developing such affordable and high quality digital video consumer electronics in a short period time,” said PrimeDTV marketing director Gary Lee.



PHD-HM5, HD Media Player

The PrimeDTV PHD-HM5 features are impressive. It can play almost every popular video format files up to 1080p resolution without making any video conversion. That means user can enjoy watching 1080p HD videos or blu-ray like movies directly from USB drives and local home network. User can also

listen to high-quality digital music, and show high-resolution slideshows of family photos on TV screen from this amazing box! Better yet, PHD-HM5 can be easily connected to a digital camcorder or digital camera, then simply watch the taped videos or pictures on HDTV instantly.

This is the only link in the press release - goes to home page. Should also include a keyword link

“I always want an affordable HD media player so I can save time and watch movie on the screen. With PHD-HM5, I can even watch movie and listen to music on my TV. Thanks to Sandoval.”

The outputs of PHD-HM5 have one HDMI (up to 1080p) and one Component Y-Pb-Pr (1080i/720p/480p). It also provides two (2) USB2.0 inputs and one Ethernet (10/100M) input ports. PHD-HM5 guarantees maximum performance while delivering the ultimate quality in high definition video and audio. It is truly the most advanced HD media jukebox in the market today.

For more information on PrimeDTV HD Media Player, PHD-HM5 and detail operations visit <http://www.hdmediaplayer.biz>.

# Missed SEO Opportunity – Prime DTV and “HD multimedia player”

The screenshot shows a Google search for "hd multimedia player". The search bar contains the text "hd multimedia player" and a yellow box highlights it with the annotation "this is a keyword phrase". To the right of the search bar, a yellow box says "Almost 13k search results for hd multimedia player". Below the search bar, the results bar shows "Results 1 - 10 of about 12,800,000 for hd multimedia player." with a yellow box highlighting the number "12,800,000". The main results area is divided into "Shopping results for hd multimedia player" and "Sponsored Links". The shopping results list items like "WD TV WDAVN00 - Digital AV player" and "lomega ScreenPlay HD Multimedia Drive - Digital AV player - 500 GB". The sponsored links section shows an advertisement for "lomega ScreenPlay HD 1.0 TB Multin" priced at "\$231.99 - eCOST". A yellow box with the text "this is a keyword phrase" has a red arrow pointing to the search term "hd multimedia player" in the shopping results header.

Google  Search [Advanced Search](#)


Web [+ Show options...](#) Results 1 - 10 of about 12,800,000 for hd multimedia player.

**Shopping results for hd multimedia player**

-  [WD TV WDAVN00 - Digital AV player](#)  
★★★★★ 657 reviews - \$79 new, \$78 used - 175 stores
- [lomega ScreenPlay HD Multimedia Drive - Digital AV player - 500 GB](#)  
★★★★☆ 69 reviews - \$110 new, \$180 used - 148 stores
- [Seagate FreeAgent Theater HD Media Player with 500GB Hard Drive](#)  
\$217.85 new - [B&H Photo-Video-Audio](#)

[Pixel Magic MB100 HD Media Box Media Player](#)

**Sponsored Links**

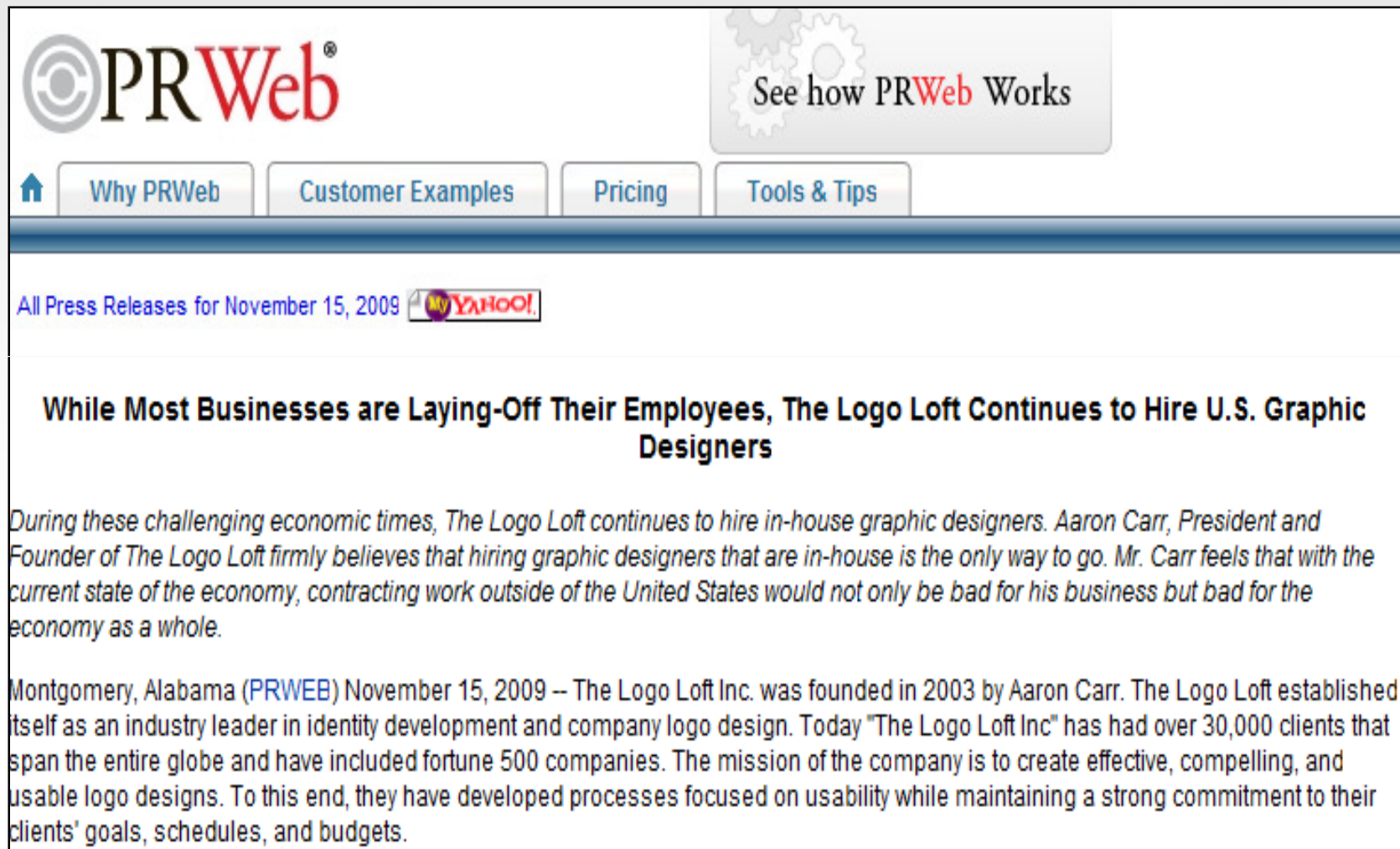
-  [lomega ScreenPlay HD 1.0 TB Multin](#)  
\$231.99 - eCOST

FreeAgent Theater+™

## **Top 5 mistakes when creating an online news release**

### **Mistake #2: No 'Call to Action'**

## Logo Loft: No Call to Action



The screenshot shows a PRWeb press release page. At the top left is the PRWeb logo. To its right is a button with gear icons and the text "See how PRWeb Works". Below these are four navigation buttons: "Why PRWeb", "Customer Examples", "Pricing", and "Tools & Tips". The main content area features a blue header with the text "All Press Releases for November 15, 2009" and a "My Yahoo!" logo. The headline is "While Most Businesses are Laying-Off Their Employees, The Logo Loft Continues to Hire U.S. Graphic Designers". The body text discusses the company's strategy during economic challenges.

**PRWeb®** See how PRWeb Works

Why PRWeb Customer Examples Pricing Tools & Tips

All Press Releases for November 15, 2009 My Yahoo!

### While Most Businesses are Laying-Off Their Employees, The Logo Loft Continues to Hire U.S. Graphic Designers

*During these challenging economic times, The Logo Loft continues to hire in-house graphic designers. Aaron Carr, President and Founder of The Logo Loft firmly believes that hiring graphic designers that are in-house is the only way to go. Mr. Carr feels that with the current state of the economy, contracting work outside of the United States would not only be bad for his business but bad for the economy as a whole.*

Montgomery, Alabama (PRWEB) November 15, 2009 -- The Logo Loft Inc. was founded in 2003 by Aaron Carr. The Logo Loft established itself as an industry leader in identity development and company logo design. Today "The Logo Loft Inc" has had over 30,000 clients that span the entire globe and have included fortune 500 companies. The mission of the company is to create effective, compelling, and usable logo designs. To this end, they have developed processes focused on usability while maintaining a strong commitment to their clients' goals, schedules, and budgets.

## **Top 5 mistakes when creating an online news release**

**Mistake #3:  
No pictures or video**

# Optimized Video Helps Your Site Rank Higher

14  
Nov

## Study Shows Video SEO Brings Free Customers To Local Business

Posted by [admin](#)

Published in [Search engine Optimisation](#), [Traffic generation](#)

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A new study has shown that your local business can be found by a lot more prospects on the Internet simply by creating and distributing a simple video.

The study by Spotzer Media showed that local business had a 30 times greater chance to get the internet browsers attention when they created a professional video and distributed it through a process called Video Search Engine Optimization or **Video SEO** process.



"Video SEO helps businesses get found on the Internet. It is a new technology in which a video first gets associated with relevant data and then the video plus data gets distributed across the Internet to be picked up by Google and other search engines." said Gordon Henry, President of Spotzer Media. "Creating a professional video and then having that video SEO-ed usually results in a high business ranking on Google. That attention from Internet users generates leads and phone calls to the local business."

The Spotzer survey shows that businesses with properly optimized videos ranked high on the most important search query for small businesses — Google searches for category with location (for example "skin treatment Philadelphia PA"). Over 60% of local businesses with a properly optimized video reached the first page in such a search and over 75% of those attained top five listing position.

# Images Can Build Trust & Tell your Story

## Heavy Snoring Linked To Potentially Life-Threatening Conditions

*Ground-breaking medical research reveals that more than 18 million Americans suffer from heavy snoring, but don't realize it's likely a tell-tale sign of a host of other life-threatening conditions.*

Kansas City, MO (PRWEB) November 16, 2009 – Millions of Americans suffer from heavy snoring, but don't realize it may actually be a tell-tale sign of sleep apnea—a life threatening condition. A recent report from NPR reveals that there are actually more than 18 million American adults that suffer from this potentially fatal sleep condition.

Sleep apnea is a sleep disorder characterized by brief interruptions of breathing during sleep. These interruptions are typically characterized by breathing that is completely impeded, resulting in stopped or paused breathing for up to twenty or more seconds.

According to NPR, most heavy snorers don't realize they may actually stop breathing and gasp hundreds of times throughout the night, which puts the snorer at risk of serious health problems including: high blood pressure, heart disease, diabetes and depression.

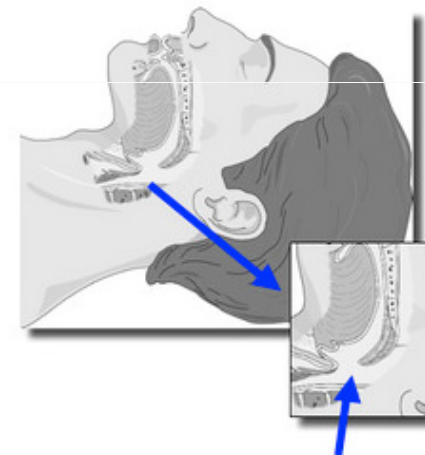
“ More Than 18 Million American Adults Have Sleep Apnea ”

Generally, sleep apnea is caused by a clogged airway due a tongue or uvula that is either enlarged or too relaxed. Sleep apnea can also be caused by a number of other factors including recessed chins, a small jaw, or a large overbite.

Recent research indicates that heavy snoring may be directly linked to sleep apnea, which acts as a potential catalyst for carotid atherosclerosis and stroke according to the National Sleep Foundation.

In the US alone, it's estimated that 15-to 54 percent of middle-aged adults snore. If you're one of those that suffer from chronic snoring, it's critical that you get it treated immediately.

In addition to oral surgery, one of the most effective treatments on the market today are custom made [anti-snoring mouth pieces](#). Recent breakthroughs in anti-snoring technology have made it possible to correct heavy snoring and eliminate sleep apnea and its associated health risks.



Causes For Heavy Snoring & Seep Apnea

## **Top 5 mistakes when creating an online news release**

**Mistake #4:  
No captions under your pictures**

## Use a caption

### Affiliate Marketing Research Study Conducted To Benefit Online Marketing Industry

*The survey will gather information about affiliate preferences, practices, and challenges. Results will be shared in the affiliate marketing community and used to identify marketing trends and projected changes.*

New York, NY (PRWEB) June 9, 2008 – Performance-based online marketing agency NETexponent has released an affiliate marketing survey to be completed by affiliates and publishers. The survey results will confirm industry best practices in several aspects of affiliate marketing, including how best to communicate with affiliates, what tools and information affiliates crave, who affiliates are, and what challenges they face.

“ We expect the results to show interesting patterns in affiliate marketing today, as well as help us get an idea of the direction of future changes in marketing trends.

”

Although marketing research has been conducted on affiliate marketing by organizations like AffStat, Performics, Marketing Sherpa, and Jupiter, it largely uncovers information most relevant to advertisers and merchants. The desire for useful information on marketing trends specific to affiliate and publisher experiences prompted NETexponent to launch their own affiliate marketing survey. This unique perspective on marketing research caught the attention of Marketing Sherpa who has expressed

interest in publishing the results.

“We are excited to analyze the feedback and share affiliates’ wants and needs with the online marketing community,” said Chris Kramer, Media Director and Co-Founder of NETexponent. “We expect the results to show interesting patterns in affiliate marketing today, as well as help us get an idea of the direction of future changes in marketing trends.”



Vote Now!

## **Top 5 mistakes when creating an online news release**

**Mistake #5:  
No quotes in your news release**

## Use Pull out Quote Feature

### Wordze Keyword Research Tool Acquired By Simpio Marketing

Wordze, a provider of powerful and easy-to-use keyword research tools and online marketing resources for internet marketing professionals, announces new ownership and product offerings.

“ I can unequivocally say that there is no better tool for internet marketing research.

”

Austin, TX (PRWEB) November 14, 2009 – Wordze, a premier keyword research tool set for internet marketing professionals, announces that it has been acquired by Simpio Marketing, LLC of Austin TX for an undisclosed sum. Wordze offers keyword research and mining, automated keyword list creation, competition analysis, historical keyword and website trend data, and patent-pending word ranking technology to its members for a low monthly fee. The Wordze platform has been heralded as a must-have tool for internet marketing by “super affiliate” Jonathan Volk , who says: “I

have researched and purchased all the major keyword programs from Wordze, to Keyword Elite, to Keyword Companion, to Word Tracker, and more. So far the best program I have used, hands down is Wordze.”

CEO Bradley Markham, one of the original Adwords Optimization Specialists at Google, says “We are very pleased to add the Wordze.com service to our growing portfolio of web properties. As a former Google keyword specialist and affiliate marketer myself, I have used the Wordze platform to significantly increase sales conversions and build huge and highly targeted keyword lists for my own advertising and SEO efforts. I can unequivocally say that there is no better tool for internet marketing research, and I am especially proud to offer such a high quality tool set to the public at a reasonable price. ”

**Wordze**  
KING OF KEYWORDS

Wordze Logo

Markham will act as chief operating officer of the Wordze service during the transition and intends to add new tools and instructional materials to the members area. He says, “while we shift our customer focus to CPA marketers, PPC advertisers, and people seeking to increase their organic search engine positions, we will be adding several high quality video training courses, instructional materials, personal coaching, and even pre-made ad campaigns and keyword lists for various product and service niches.”

For the next three months, the Wordze keyword research service will be sold at the discounted rate of \$38.98 per month. For more information and a free trial of the Wordze service, visit <http://www.wordze.com>.

# **Top 5 Tips For Writing a Killer Press Release**

## **Top 5 tips for writing a killer press release**

**Tip #1:  
Tell readers how to connect with you**

## List Blog, Twitter ID, Facebook Fan Page, etc

Our system integration services include architecting and implementing / customizing solutions around the Directory, Mes Application Development, E-Commerce, Portal and Integration Server products. Our development center is located in Ru have a team of Sun Certified Java Professionals.

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800-782-1746  
San Mateo, CA 94402

Twitter: <http://twitter.com/solveitlabs>  
Offshore Project Management Blog: <http://it.toolbox.com/blogs/pm-offshore/>

###

**Post Comment:**

Trackback URL: <http://www.prweb.com/pingpr.php/U3F1YS1QaWdhLUluc2UtSGFsZi1DcmFzLUNvdXAtdWmVybW==>



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## **Top 5 tips for writing a killer press release**

**Tip #2:  
Don't be a 1-hit wonder**

## **Top 5 tips for writing a killer press release**

### **Tip #3: Write for the Web**

## Top 5 tips for writing a killer press release

### **Tip #4: Promote your news**


## **Top 5 tips for writing a killer press release**

**Tip #5:  
Come up with a good cause**


## **`Tis the Season for Giving!**

- **It's a tough year for a lot of businesses.**
- **Spread some cheer by giving back.**
- **Cause marketing is effective marketing.**
- **Send out a press release about your good news.**
- **Promote your news.**


# Giving Back






**Oregon GROWERS & SHIPPERS**  
FARM DIRECT SPECIALTY FOODS



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Blog > Company News, Featured

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company news
notes from the field
recipes
guest chefs
retailer spotlight

Home » Company News, Featured

## Holiday Donations to the Oregon Food Bank

Submitted by **admin** on October 23, 2009 – 3:47 pm One Comment



Did you know that most food donations for the [Oregon Food Bank](#) come from the food industry? Oregon Food Bank does a remarkable job of acquiring funds and food for their mission of feeding Oregon's hungry.


Through the end of 2009, Oregon Growers will participate in this effort by donating a jar of our [Marionberry Jam](#) for every order over \$50 made online. This is our way of helping the hungry during the holidays.

Oregon Food Bank works with a variety of organizations, including, Albertson's, Nabisco, Nestle, Newman's Own, Kraft and Hood River's own Turtle Island Foods.

Oregon Food Bank is a nonprofit, charitable organization. It is the hub of the Oregon Food Bank Network, a statewide network of 20 regional food banks and 915 agencies and programs serving Oregon and Clark County, Washington.

[retailer spotlight »](#)

**Pendleton Barbecue Sauce now available at 71 Northwest Quality Food Center locations.**




One doesn't normally equate the PWN as the hub of barbecue - and for the record I'm not suggesting it is. But, like many areas of the country we do have our aficionados and several great BBQ spots.

Chuck Hinton's in Portland might be on the top of my list... [More articles »](#)

[guest chefs »](#)

**Cheese Parings from Celilo Restaurant in Hood River!**



Chef and co-owner Ben Stenn can be found manning the pans 6 nights a week at Celilo Restaurant and Bar in Hood River Oregon. Ben is dedicated to using local products that highlight the seasons and the bounty we are lucky enough to have in our backyard.

## Cause-related press release

### Raleigh Day Spa, Blue Water Spa, Raffles Off \$10,000 in Day Spa Packages for Contributing to Raleigh Food Drive

*Raleigh Day Spa Blue Water Spa Celebrates 7 year Anniversary with Food Drive and a \$10,000 Spa Gift Certificate. Interfaith Food Shuttle will have trucks on site November 18 and December 12 to collect frozen turkeys and other food items to help feed hungry people for this Raleigh Food Drive.*

Raleigh, NC (PRWEB) November 16, 2009 -- Blue Water Spa, a Raleigh NC Day Spa and Medical Spa, is celebrating 7 years in Raleigh with an anniversary party and Raleigh food drive. Guests who donate frozen turkeys or other food items will receive raffle tickets. One lucky winner will receive a \$10,000 spa gift certificate for luxury spa services.

“ Spa Gift certificates from Blue Water Spa are an ideal holiday gift ”

A truck from the Interfaith Food Shuttle of NC will be on hand Wed. November 18 and Saturday December 12 to accept turkeys and other food items.

Since initiating the [Raleigh food drive](#) in November 2008, Blue Water Spa has donated more than 27,000 pounds of food to the Interfaith

Food Shuttle. The Raleigh spa provides special pricing on massage, facials, laser hair removal and spa services for those who donate food.

[Raleigh Day Spa Blue Water Spa](#) has been voted best medical spa in America three consecutive years by American Spa magazine. The [Raleigh Spa Specials](#) are available at the Blue Water Spa Community Calendar. This provides an opportunity for people who serve the community and / or donate time or funds to charity to receive luxury spa treatments at reduced prices.



# Questions & Comments?

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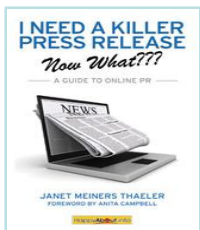
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- The 10 Commandments of Writing a Press Release

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**Three attendees will get a FREE COPY of Janet Meiners Thaeler's Book,  
"I Need A Killer Press Releases – Now What???"**



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*Winners will be announced in a follow-up email.*

## Contact Information

### Guest Speakers:

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[www.publicityinsider.com/freezine.asp](http://www.publicityinsider.com/freezine.asp)  
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