

Territory company opens Central Australia's first registered public relations agency

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Territory public relations agency Creative Territory is celebrating its second birthday by opening Central Australia's first registered public relations consultancy.

Long-term Alice Springs resident Laurelle Halford has joined the Creative Territory team as manager and account executive in the Alice Springs office.

Managing Director Tracy Jones said the opening of the office was a major step forward for the PR agency, which turns two on March 6.

"I've had a commitment to establish in Alice Springs for some time," Tracy said.

"Getting the right person in place has been critical and I'm delighted Laurelle has agreed to join our team."

Laurelle has lived and worked in Alice Springs for seven years in the tourism industry and government. She is a keen contributor to the community serving on various local committees and boards in an advisory or volunteer capacity.

Laurelle has worked with Desert Knowledge Australia, guiding public relations and marketing on the project since its infancy.

"I am excited about joining the Creative Territory team because it is the Territory's leading communication agency, and I look forward to being able to offer a new service to a variety of businesses in Alice Springs, many of which I have worked with in some capacity before." Laurelle said.

"I think there is a real gap in the Alice Springs market for a service like this, and Creative Territory can provide help with anything from communications strategies, developing your new brand, media training and writing, or advertising and multimedia campaigns."

Creative Territory Pty Ltd has become the Territory's most successful public relations agency since opening its doors in March 2006. Since then it has won four state and two national public relations awards as well as being named the Territory Best New Business in the 2007 Small Business Champion Awards.

It now employs four public relations professionals in the Territory and a part-time consultant in Sydney.

More information: Tracy Jones on 0407 727 813



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