

Local Press Release Submission Service Launched

Bob Liddle has launched PRSurvival.com a local online press release submission and writing service with a twist. Any press release submission that supports a cancer related event is free. Any golf tournament, bowling event, run, relay, etc. that supports cancer in any way does not have a charge. PRSurvival has a one page form that is filled out and then the release is sent properly formatted to 12 local media outlets and one national outlet.

Clients fill out a one-page form on line and a few clicks of the mouse formats and distributes their message to hundreds of thousands of local area residents. Although very fast and simple for the end user, the system is quite sophisticated and has a high acceptance rate.

As a result, local businesses are enthusiastically supporting PR Survival. According to Jeff Snell, ABI, CBI, Principal Broker at Enlign Business Brokers, "It's quick, easy, and cost effective. Our last release was showing over 1200 references less than a week after submission."

Martin Brossman, coaching support.com adds, "PR Survival is a very useful tool in my arsenal. I use it for every press release we have. Not only is the process quick, but also the results are fast. I highly recommend this."

“The idea came up in a meeting with the American Cancer Society on how they could better promote their events and research.” says Bob Liddle. “PRSurvival was designed to make make an extremely fast and effective way to reach hundreds of thousands of local residents with the message with a few clicks of the mouse.” “An added bonus which we did not expect is the Search Engine Optimization value of the service. We have a large number of RSS feeds off the site so customers truly get a boost via their submission.”

Bob Liddle is a local entrepreneur who has worked closely with the American Cancer Society for the last 12 years. He is a cancer survivor who started Strike For Survival “ a bowling fundraiser, and serves on the Raleigh Leadership Advisory Board for the American Cancer Society.

About PRSurvival

PRSurvival.com is a local press release submission and writing service that quickly and efficiently sends press releases to 12 local media outlets and one national outlet free for cancer related events and is \$25.00 for non cancer related events. For more information contact bob@prsurvival.com or visit www.prsurvival.com

About the Author

PRsurvival.com

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