

Write Away Communication + Events acquired by directors of Recognition PR and Outsource



Monday, 14 March, 2011, Sydney-based, full-service PR firm, Write Away Communication + Events, has been acquired by the directors of B2B PR consultancy Recognition PR and marketing services firm Outsource. Recognition PR and Outsource are owned by Adam Benson and Elizabeth Marchant. Write Away Communication + Events was established in 1986 and today represents brands including Boral, Breville, HPM Legrand, Ricoh, Uniden, Wormald, Fujitsu General and Villeroy & Boch. Under the terms of the deal Write Away will move to Recognition PR's Circular Quay office from March 28, 2011 with the final elements of the acquisition to be executed on July 01, 2011. Write Away will continue to operate under the same name. Write Away principal, Jody Hammond, will take on a new role as General Manager for Write Away from July 01 and will continue to work in the business for the next three years. Recognition PR, Write Away and Outsource will together employ 19 full-time staff and up to 17 telemarketers. Jody Hammond, said, "This purchase is ideal for us. It lets us realise the equity and goodwill we have created in the firm while giving Write Away the opportunity to continue to grow and develop as a business into the future." Adam Benson, Director of Recognition PR and Outsource said, "Our medium term goal was to add a complementary PR firm to our group. We've been looking for a way to gain exposure to more markets without going down the organic growth path and Write Away Communication + Events is a perfect fit. "Write Away's client-base includes consumer technology, lifestyle, building and not for profit – all areas we want to expand into. It also has several B2B accounts. Write Away's cultural fit is also very close to ours. We have a lot of the same ideas about client service, team management, marketing and new business development." "All three firms started more than 15 years ago and bring a lot of experience to our clients," said Benson. -ends

About Recognition PR
Recognition PR is an Australian-owned public relations and marketing communication consultancy with 25 years experience in the Australian and New Zealand IT and B2B markets. Its clients include Hostworks, Kelly Services, Quest Software, RSM Bird Cameron, Wavelink and Westcon. www.recognition.com.au

About Outsource
Outsource has more than 18 years experience providing B2B marketing services to a range of sectors including IT and corporate. It offers consulting, lead generation, telemarketing, event management, data cleaning and control, online marketing and design services. Its clients include Distribution Central, F5 Networks, Fronde, Konica Minolta, Newlease, Objective Corporation, SAS and Tibco. www.outsource.com.au

About Write Away Communication + Events
Write Away Communication + Events has more than 25 years experience as a full service communications firm with a focus on industrial, lifestyle, consumer electronics, not-for-profit and technology sectors. Its clients include Boral, Breville, HPM, Ricoh, Uniden and Villeroy and Boch. www.writeaway.com.au