



MEDIA RELEASE

6TH anniversary one/

CELEBRATING SIX YEARS OF UPSTREAM SUCCESS

Tuesday, August 11, 2009

Swimming upstream, in a downstream climate is indeed a heavy task. The world dictates that the fundamental industries lie strictly in the bounds of finance and government. Negative perceptions are thus created towards the 'luxuries' of public relations, advertising and marketing.

Despite these setbacks and the shattering effects of the recession, Platinum Public Relations (PPR) has successfully conquered six years of giving South Africa *high impact communication solutions*.

American Author and motivational speaker John Maxwell clearly points out that, "A great leader's courage to fulfill his vision comes from passion, not position." Platinum Public Relations have fast become leading communication leaders in their own right because of their passion for excellence and serving. Established in 2003, the company is a hundred percent black female owned.

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Over the six years Platinum Public Relations has consulted to Wits Business School, WorldsView Consulting, Clicks, The National Heritage Council, BANKSETA, ESPN – SA Basketball Club, Rakhee Investment Group, Danne Montague-King, RI Consulting, Tiens Southern Africa, Global Business Solutions, The National Consumer Tribunal, NAFCOOC and Marin's Southern Africa to name a few.

Besides dipping into various discourses to provide quality public relations, Platinum Public Relations has also planned and coordinated prime events. The SALGA Conference, Presidential Address Golf Challenge, Vuna Awards and Mpumalanga Premier's Service Excellence Awards Ceremony is testimony of Platinum Public Relations' event success.

Effective communication is driven by words. As a leading communications agency, one of Platinum Public Relations' core strengths are copy and speech writing for a host of clients which includes newsletters, feature articles, ghost writing, opinion pieces, event copy and features in prime print publications.

Training and developing individuals in the public relations industry and event management are also other essential services which Platinum Public Relations specialises in.

Owner and director Nevasha Naidoo, a renowned Chartered Public Relations Practitioner says, "My company, like other companies across the globe has survived the worst dips in the economy and the ugliest battles in the communication industry. This is indicative of our service and style. The passion I exude for my work filters through to my staff and with this passion we deliver unique packages to suit any industry."

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“Coupled with this passion are years of experience in an industry which is synonymous with pressure, deadlines and long hours”, added Naidoo.

Platinum Public Relations are proud to be associated with The Public Relations Institution of South Africa (PRISA), The Black Management Forum and the Businesswomen’s Association of South Africa. Director Nevasha Naidoo is also the Services Seta public relations sub-committee representative.

Naidoo concludes, “Generating profit is not all. As business owners and citizens, we have an obligation to ensure that our county’s flag is held high. This affects us in a personal and professional light. Platinum Public Relations is thus moving forward to shine on stage and even when the curtains are closed. This gives us the holistic edge.”

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