APO becomes sole pan-African press release wire

From 1 January 2013, the African Press Organisation (APO) becomes the sole pan-African press release wire, as it terminates its partnership with PR Newswire.

Over the past three years, APO was responsible for the distribution of PR Newswire clients' press releases in Africa. It is the exclusive supplier for pan-African press release distribution of France Télécom - Orange, Airtel, the African Development Bank, the International Criminal Court, and also works with Western Union, MasterCard, Merck, KPMG, Ernst & Young, PR agencies Weber Shandwick, Hill & Knowlton and Africapractice, to name a few.

"Seven of the ten fastest-growing economies in the world are in sub-Saharan Africa. According to The World Bank, foreign direct investment will reach US$ 31 billion this year. More and more companies and PR agencies are turning to APO for media relations on a pan-African scale, including press release wire distribution and monitoring, online press conferences, interactive webcasts, media interactions, events promotion, and more. APO is the only organisation offering press release wire and monitoring in Africa," said Nicolas Pompigne-Mognard, APO secretary general.

Over the past 3 years, the organisation was also responsible for feeding PR Newswire and its partners with high-quality news releases issued by hundreds of NGOs, international organisations, governments and companies active in Africa. As of 1 January 2013, it will also end this content partnership with PR Newswire.

For more, go to www.apo-opa.org.

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