

## Atmosphere to give In the City competitive edge

In the City, a company which offers boutique 4 and 5-star rental apartments in Cape Town's CBD, has appointed creative communications agency, Atmosphere, to manage its strategic public relations. In the City has a portfolio of 60 luxury short-to mid-term serviced apartments in Cape Town's vibrant central city, catering for independent business and holiday travellers.

In the City owners, Kobie le Grange and Sean Cleary say that Atmosphere has taken a unique approach to their portfolio of high-end serviced apartments, supported by a strong Web 2.0 campaign.

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