PR DAILY: Behold A New Breed: The Interactive Press Release

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We've all heard about the demise of the press release. Yet, like the phoenix, it has re-emerged, with renewed vigor—because it has taken on a new form.

How? By becoming interactive.

Do you want wider reach for your news? Want more media hits? Then stop sabotaging your news with boring, text-only press releases.

Instead you should give editors, audiences and search engines what they crave: compelling visuals and interactivity.

Read the full article at http://www.prdaily.com/Main/Articles/18278.aspx.

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