



# theprpartnership

## #LACEITUP MANAGED TO TIE UP SOCIAL MEDIA

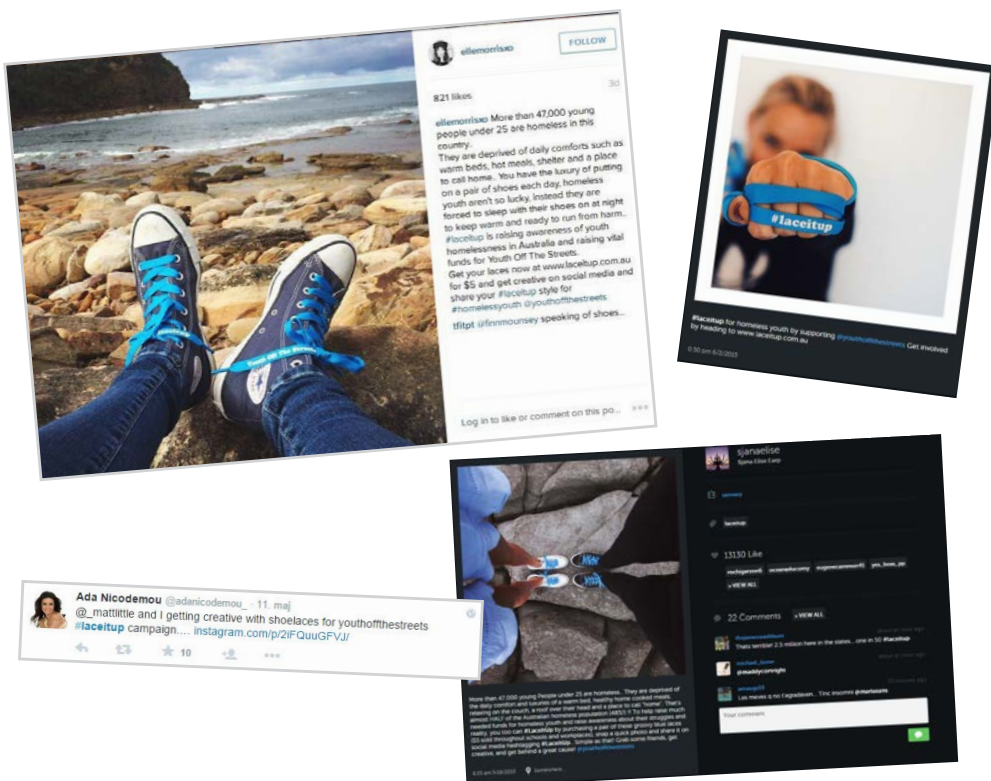
Father Chris Riley's Youth Off The Streets #laceitup campaign launched onto social media this month with a flurry of activity from high profile celebrities, influencers and bloggers modelling the limited edition shoe laces.

#laceitup challenges you to take 60 seconds out of your day and reflect on what it means to put on your shoes every morning whilst raising awareness and funds for the 47,000 homeless youth in Australia.

theprpartnership developed a social media strategy with an emphasis on building strong relationships with celebrity management companies, influencers and bloggers to deliver an extensive range of #laceitup ambassadors for 2015.

In the campaign's first month theprpartnership has secured nine ambassadors and engaged a total of 27,836 Instagram followers with more to come over the next two months in the lead up to Homeless Person's Week.

To get involved or keep up to date head to [www.laceitup.com.au](http://www.laceitup.com.au).



Welcome to The theprpartnership's quarterly electronic newsletter, our way of keeping in contact with you and showcasing our recent activities.

In this issue we reveal our new office and showcase our work for Father Chris Riley's charity Youth Off The Streets' #laceitup campaign.

We also worked with Construction Assignments and Amicus Interiors to build their corporate profiles and assisted World Square in gaining maximum exposure for the launch of a retailers new exclusive range.

We hope you find the stories in this issue interesting and always welcome any feedback you may have. If you no longer wish to receive our newsletter, please email [karen@prpartnership.com.au](mailto:karen@prpartnership.com.au)

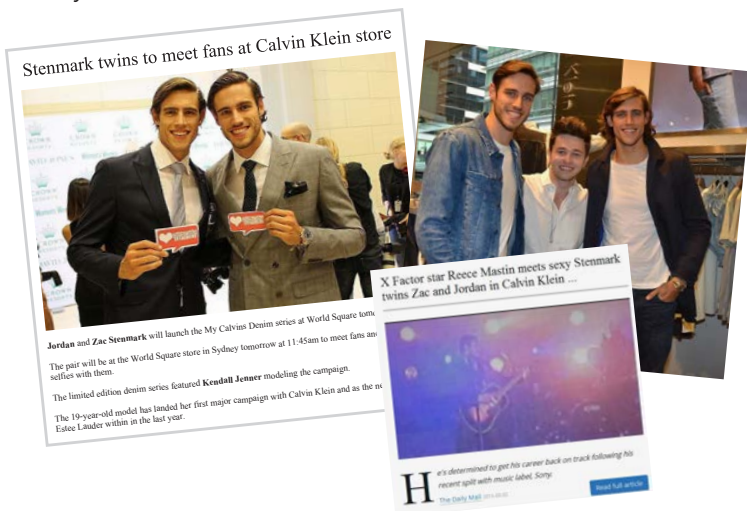
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## WORLD SQUARE BECAME STARSTRUCK

World Square was buzzing with excitement as Reece Mastin and Stenmark Twins, Zac and Jordan graced the precinct with an exclusive appearance for the launch of Calvin Klein's #mycalvins denim range.

Working together with external agencies **theprpartnership** assisted the retailer to maximise exposure of the event.

**theprpartnership** gained coverage of the high-profile stars on various online news and celebrity gossip websites including *The Daily Mail Australia*, *News24*, *Big News Network* and *Hollywood Treatment*.



## CHANNELLING OUR INNER STYLE

**theprpartnership** has translated its personalised style of service into a space that radiates character, sophistication and experience... That's right we have moved!

Our boutique style office is located within a row of heritage terrace houses that line Phillip Street.

Featuring a vintage balcony, traditional finishes and a ton of character it's fair to say our new office aligns with our style...perfectly.

## BECAUSE OPINIONS MATTER



Managing Director of Construction Assignments, newly appointed Chair of the Property Council of NSW Tourism Committee and pioneer of the UTS Women in Engineering and IT Programme 'One of the Guys' Drenka Andjelic shared her opinions on the lack of transparency that dictates hotel development and the rise of females in the male dominated construction industry.

**theprpartnership** worked with Drenka to develop her thought-provoking pieces and gained coverage in *The Sydney Morning Herald* as the Saturday Hot Property column.

Chief Executive Officer of Amicus Interiors Andrew Holder offered his insight into the effect off-shore head offices of multi-national organisations have on the domestic property market.

**theprpartnership** worked with Andrew to understand his perspectives and translated his thoughts into a compelling opinion piece that also featured as *The Sydney Morning Herald's* Saturday Hot Property column.

## DID YOU KNOW?

The Banpo Bridge situated in Seoul, South Korea is the world's longest "double decker" fountain bridge spanning 1,140 metres.

It has 38 water pumps and 9,380 nozzles on either side, pulls 190 tons of water from the Han River 20 metres below and shoots water 43 metres horizontally with 10,000 LED nozzles that illuminate every night.