



theprpartnership

THEPRPARTNERSHIP PARTAKE IN SOME RETAIL THERAPY

theprpartnership's lifestyle portfolio keeps growing with our appointment to manage public relations activity for World Square, home to 90 retailers including fashion and restaurants.

Our first campaign for World Square was the launch of its ice skating rink opening in time for the school holidays, creating a winter wonderland with falling snow and fairy lights.

theprpartnership targeted a number of blogs and publications to highlight this fun activity receiving exposure in *Time Out*, *Urban Society*, *Cool Events*, *Concrete Playground*, *Pop Sugar Health and Fitness*, *Out in Sydney* and even a few Facebook posts and Tweets from bloggers.

We also helped profile two new store openings guaranteed to meet Sydneysiders sweet needs as Oliver Brown Chocolate Cafe and Candylicious opened their doors.

The Eat Art Masterchef Food Truck also paid a visit, offering a unique concept where food is inspired by the hit TV show with past contestants also making appearances.

theprpartnership helped spread the word to bloggers on this exclusive experience resulting in instant profiling using social media.

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

We've had a busy few months building our lifestyle portfolio with our recent appointment to manage public relations activity for World Square and the launch of new restaurant The Hudson at Sydney's King Street Wharf.

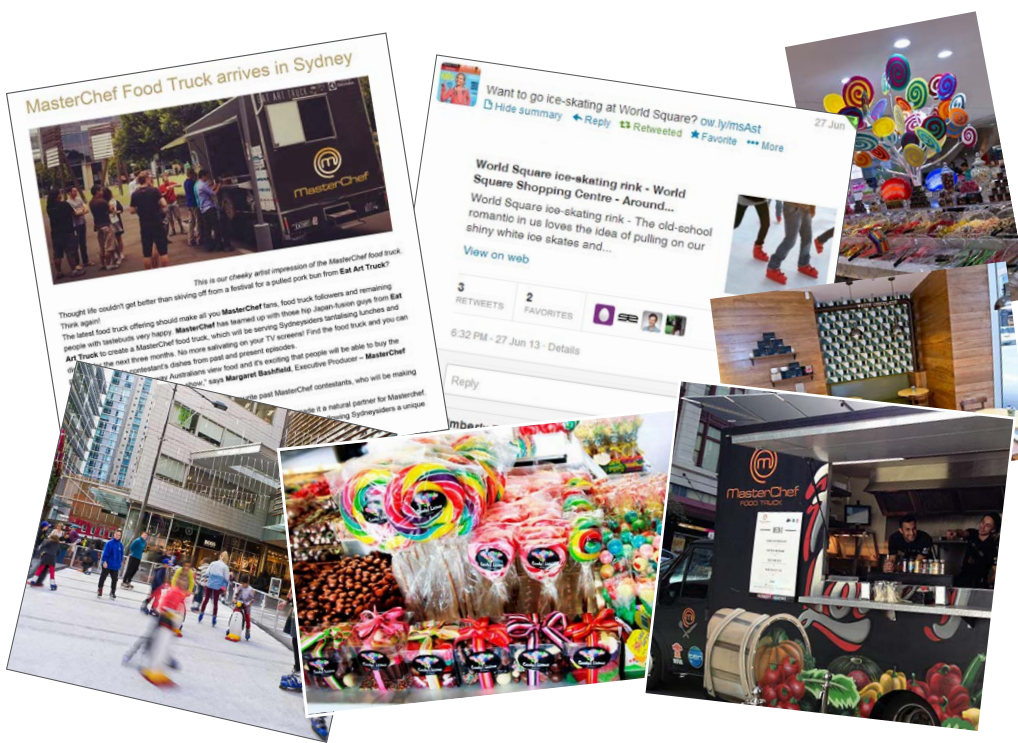
We also highlight our work with Brookfield Johnson Controls, introduce our new account coordinator, Jess Guilfoyle and celebrate our 10th Birthday!

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

THEPRPARTNERSHIP TURNS 10!



This year theprpartnership turns 10 years old! Still feeling fresh and with a spring in our step we want to thank you for working with us over the past 10 years. As they say, we wouldn't be here without you! So thank you again and we look forward to many years ahead.



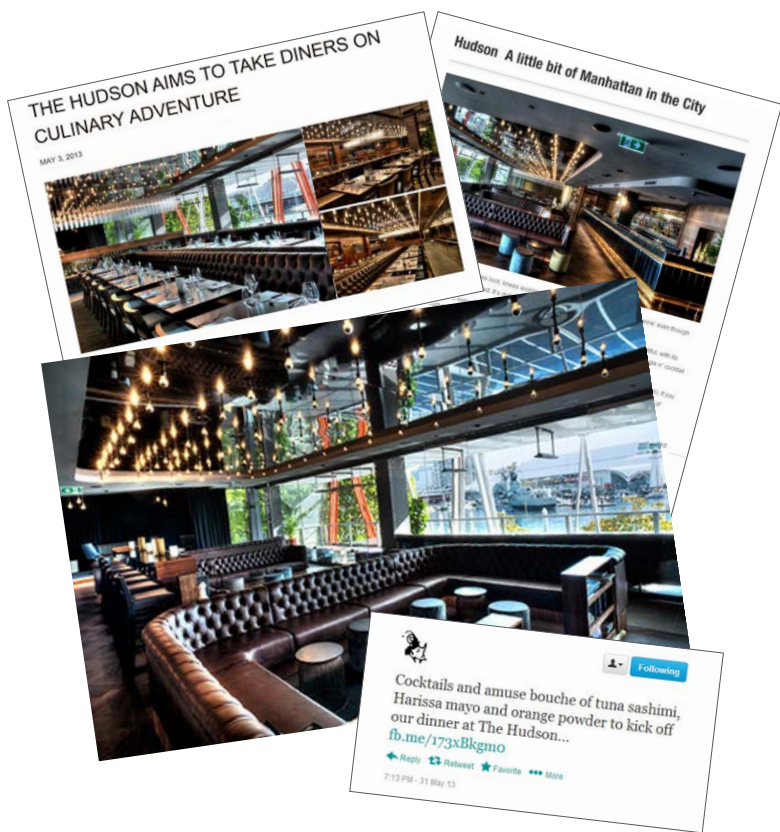
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THE HUDSON SERVE UP SOME EXCITING OPPORTUNITIES

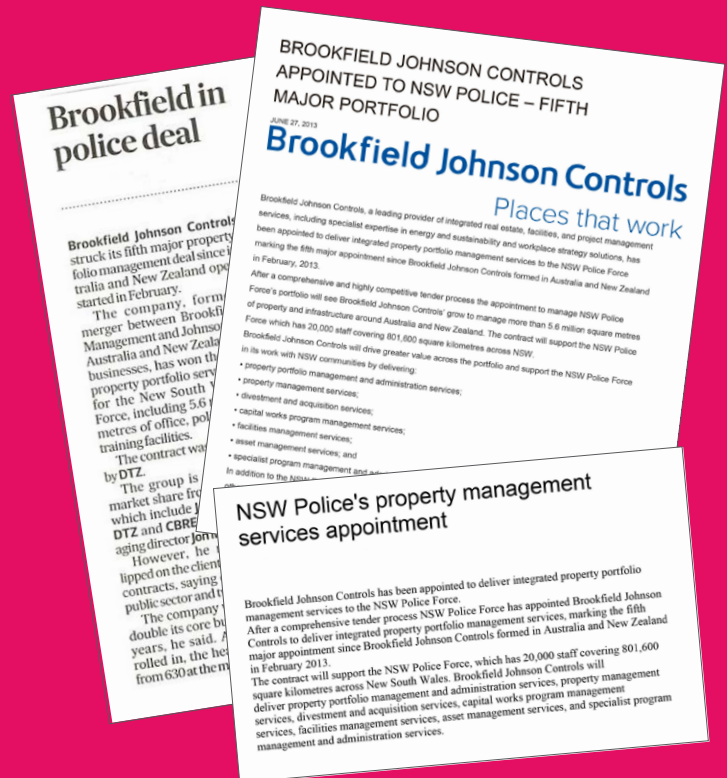
Sydney's fine dining scene is set to be revolutionised by the recent opening of 1930's New York inspired restaurant, The Hudson.

Overlooking the harbour, The Hudson brings customers a truly unique dining experience with Executive Chef Ricky Keeley developing an innovative menu founded on the popular New York molecular gastronomy trend.

theprpartnership launched King Street Wharf's latest culinary offering and secured successful coverage in *Concrete Playground*, *Time Out*, *Urban Society*, *The MP Report*, *Best Restaurants*, *Excuse Me Waiter* and *Daily Addict*.



BROOKFIELD JOHNSON CONTROLS CONTINUE TO GROW



Brookfield Johnson Controls, a leading provider of integrated real estate, facilities and project management services, was recently appointed to deliver property portfolio management services to the NSW Police Force.

The appointment marks its fifth major property portfolio since operations began in February, 2013.

theprpartnership managed the announcement and negotiated an exclusive story with *The Australian Financial Review* before relaying the news to other national publications and online sources including *FM Magazine*, *The MP Report* and *Property Review*.

JESS JOINS THEPRPARTNERSHIP

We welcome Jess Guilfoyle who joined theprpartnership in June as an Account Coordinator, after previously working for two years within the marketing industry.

Jess' experience within the industry has given her an integral insight into public relations and she is currently working supporting all active campaigns.

FUN FACT

Have you heard about the Cyberecture Egg Building?

It is situated in Mumbai, India and will combine iconic architecture, environmental design and intelligent systems with new engineering. It has been said that the bathrooms will monitor workers health by measuring weight and blood pressure and a doctor will be alerted to any drastic changes.