



theprpartnership

STREET FOOD AND ART COME TO WORLD SQUARE

World Square, a leading retail and food hub in Sydney, has been full of activity with a variety of launches and events over the past few months.

theprpartnership was on hand to help with the opening of Gumballs - the latest in authentic South-East Asian street food, serving up delicious and easy to eat cuisine.

As part of the launch, **theprpartnership** targeted a number of publications and arranged tastings for media to experience Gumballs delicious food first hand. Coverage was achieved in *Time Out* and *AU Review* with further reviews expected in a number of online publications and blogs including *Concrete Playground*.

The Nighthawk Diner will be parked at World Square until mid October. The diner serves up classic American food and drink such as the Philly Cheesesteak Sub and Peanut Butter and Chocolate shakes for lunch and dinner. **theprpartnership** launched the foodie news to a variety of publications and bloggers receiving coverage in *Urban Society*, *AU Review*, *Concrete Playground* and *Excuse Me Waiter*.

Sydney's Art & About Festival is also on throughout October so keep an eye out for hanging vinyl clothes in World Square disclosing the secrets of Sydneysiders as well as a giant snail as part of the 'Snailovation' exhibition.



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

theprpartnership has had a busy few months working on a variety of new PR campaigns and media launches.

In this issue we highlight our World Square campaigns and announce the exciting activities happening at King Street Wharf as part of its involvement with *The Sydney Morning Herald's Good Food Month*.

We also detail the Property Industry Foundation's expansion into Queensland and showcase our work with FKP to promote LUXE apartments.

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

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KING STREET WHARF GETS INTO THE GOOD FOOD MONTH SPIRIT

The Sydney Morning Herald's Good Food Month is back and King Street Wharf is celebrating throughout October with its Food, Films and Art by the Wharf festivities.

During the month many of King Street Wharf's venues will be offering special menus with some great dishes on offer. There will also be a pop up art gallery and a free outdoor cinema showing foodie films on Thursday and Friday nights.

theprpartnership helped launch King Street Wharf's involvement hosting media events at The Malaya for a VIP preview of its special *Good Food Month* menu. Successful coverage was achieved in *What's on Sydney*, *Urban Society*, *Food, Booze and Shoes*, *Belly Rumbles* and *Excuse Me Waiter* with more coverage expected throughout October.



PIF KEEP BUSY TAKING ON QLD, BIKES AND EVEN A STREET SLEEP



The Property Industry Foundation (PIF) continues to grow with its recent expansion into Queensland. PIF now works across the Eastern Seaboard continuing to raise money in New South Wales, Queensland and Victoria to provide services to disadvantaged youths.

theprpartnership negotiated an exclusive profile story about PIF's Queensland Chairman, Liz Pidgeon for *The Courier Mail*. The news was then relayed onto various national newspapers and online sources receiving coverage in *The MP Report* with further trade coverage expected.

PIF also held its annual Tour de PIF cycling challenge in September aiming to raise over \$250,000 net. We announced the event to the media receiving exposure in *The Sydney Morning Herald* and *The MP Report*.

The inaugural PIF StreetSLEEP campaign will also take place this month to raise more funds and give young professionals the experience of living out on the streets. theprpartnership helped spread the word to national and local newspapers as well as online publications securing successful coverage in *The MP Report*, *The Sydney Morning Herald* and *Construction Industry News*.

FKP DELIVER A PIECE OF LUXURY

FKP Property Group is currently constructing its highly anticipated LUXE apartments at Woolloomooloo. LUXE's prime location has ensured that it has become a sought after Sydney development with 90% of the apartments already sold.

Our role was to work with FKP to showcase LUXE to the media and public. Advertorials were created detailing the experiences of recent purchasers focusing on the uniqueness of LUXE and the one off opportunity it presents in the Sydney market.

theprpartnership can take on any corporate writing project including copywriting and advertorials to give your business or project a boost.

DID YOU KNOW?

A Chinese sustainability firm built a 30 storey tower in only 360 hours.

The 15 day build doesn't include the time it took to lay the foundation or manufacture the parts but has been deemed 'incredibly clever' as the design allows everything to be built prior to construction and then assembled quickly. The building is considered to be paving the way for future construction and architectural techniques.