



via3pr to Relocate to Mid Town, NYC

via3pr, a marketing public relations agency is expanding and relocating from the local Russian community on Sheepshead Bay Road in Brooklyn, NY to the Public Relations capital of the world: Mid Town, Manhattan. Relocating into mid town Manhattan means taking advantage of opportunities for expansion. The agency believes that the location of a business is crucial and determinant of its image and success.

New York, NY, June 13, 2008 --(PR.com)-- via3pr, www.via3pr.com a marketing public relations agency is expanding and relocating from the local Russian community on Sheepshead Bay Road in Brooklyn, NY to the Public Relations capital of the world: Mid Town, Manhattan. Relocating into mid town Manhattan means taking advantage of opportunities for expansion. The agency believes that the location of a business is crucial and determinant of its image and success.

via3pr believes that the Russian speaking community was a good place for a start-up company, since the employees speak the language and it is a very close knit community. However, the time has approached for via3pr to expand. "The Russian community was a starting point; boot camp for the real thing" says Irina Shmeleva, CEO and founder of via3pr. "With greater networking opportunities and mainstream clients, the company will be able to broaden our resources and create better campaigns for our existing and future clients."

The agency has established itself in the Russian speaking community and has gotten to know the key leaders and media representatives in it. However, being located in South Brooklyn is indicative of a small niche company. "We are anxious to help all types of businesses, not just the Russian speaking ones. What better place to do it than in Manhattan?" says Olga Topchaya, Marketing Communications Manager at via3pr.

The agency was founded in 2001. It began as a niche agency, serving as a liaison between the Russian-American and mainstream American markets. Their main target group was Russian speaking businesses in New York City that aspired to market to mainstream consumers. In addition, they would assist mainstream businesses whose goal was to market to the Russian-American consumers. Now, via3pr has shifted their focus.

via3pr, www.via3pr.com is a full service public relations agency that specializes in small business marketing. Their services include all facets of the industry such as Publicity, Event Management, Media Buying, Copywriting, Internet Marketing, and Brand Positioning. via3pr is devoted to small business growth and work with a diverse clientele list.

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