



News release

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CHILDCARE EXPO 2011 SHOOTS FOR THE STARS!

Lincoln-based public relations agency Shooting Star PR has won the contract to handle all PR and publicity for Childcare Expo 2011.

Shooting Star PR is working with Broadway Events to execute a nine-month PR campaign in the run up to the 2011 exhibition which will take place in September at the Ricoh Arena, Coventry.

Childcare Expo is the national exhibition and networking event for all professionals working in the early years, childcare and nursery sector. It brings together a combination of suppliers, exhibitors and leading practitioners from the early years industry.

Delegates can test and compare the very latest products for the childcare market as well as participate in a wide range of seminars discussing the latest thinking in the sector.

Event Director Emma Barrett of Broadway Events in Ringwood, Hampshire commented: "Following on from a very successful launch event in 2010 we wanted to create a dynamic and informative publicity campaign for 2011.

"The reasons I chose to work with Shooting Star PR were their knowledge and contacts in the early years sector and the fact that they appeared to offer good value for money.

“After meeting the team in London earlier this month I felt Shooting Star PR were the ones who would get Childcare Expo 2011 known by everyone in the sector.

“Not only did they develop an innovative and thorough campaign, they also have proven experience in event PR as well as the childcare and parenting sectors – a perfect skills set for what we want to achieve.”

Shooting Star PR Account Manager Niki Shephard said: “We’re absolutely delighted to be working with Broadway Events.

“The childcare industry is one of the fastest growing markets in the UK, as well as being a lovely sector to work in.

“I am looking forward to working with the team at Broadway Events on this exciting project and delivering a really successful campaign!”

Childcare Expo 2011 will take place on 16th and 17th September at the Ricoh Centre in Coventry. For more information please visit www.childcareexpo.co.uk or contact Emma Barrett at Broadway Events on 01425 838393.

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