

PR Newswire waives distribution fees for all releases related to humanitarian efforts in Somalia

NEW YORK, US: Organisations offering humanitarian aid to the victims of the devastating famine in Somalia can distribute their messages through PR Newswire at no charge. PR Newswire is waiving fees on the distribution of news releases through a global crisis package for organisations wishing to communicate their efforts of assistance towards relief from the devastating famine in Somalia.



"With more than 29 000 children under the age of five dead from starvation over the past 90 days and over half a million other children severely malnourished, the crisis in Somalia requires the immediate attention of any and all organisations that can lend their help," said Scott Mozarsky, chief commercial officer, PR Newswire. "Any organisation, whether a PR Newswire customer or not, can use our media and online distribution network to convey their efforts of assistance to inform the greater public and media as well as stimulate support for those fighting for their lives."

All non-PR Newswire members can submit a press release by emailing nyhubs@prnewswire.com. Members can utilise the Online Member Centre <http://portal.prnewswire.com> or contact their editorial bureau.

To view news releases issued by PR Newswire members offering aid, please visit Famine in Somalia <http://latest.prnewswire.com/page/famine-in-somalia>. Members of the media can access releases on the public site or on PR Newswire for Journalists <http://media.prnewswire.com/en/jsp/latest.jsp?LATEST&packageid=1031677>.

About PR Newswire

PR Newswire (<http://www.prnewswire.com>) is the premier global provider of multimedia platforms that enable marketers, corporate communicators, sustainability officers, public affairs and investor relations officers to leverage content to engage with all their key audiences. Having pioneered the commercial news distribution industry 57 years ago, PR Newswire today provides end-to-end solutions to produce, optimise and target content - from rich media to online video to multimedia - and then distribute content and measure results across traditional, digital, mobile and social channels. Combining the world's largest multi-channel, multi-cultural content distribution and optimisation network with comprehensive workflow tools and platforms, PR Newswire enables the world's enterprises to engage opportunity everywhere it exists. PR Newswire serves tens of thousands of clients from offices in the Americas, Europe, Middle East, Africa and the Asia-Pacific region, and is a United Business Media company.

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