

Media Contact:

Jessica Lawlor
PRowl Public Relations
Public Relations Director

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PRowl Public Relations Makes its Debut at Temple University
PR Students Create a New Opportunity to Advance in their Field

PHILADELPHIA, Pa., January 22, 2008 -- PRowl Public Relations, Temple University's premier student-run PR firm announces its opening today. Their mission is threefold: to provide clients with comprehensive PR services and solutions, to offer PRSSA members opportunities to apply their knowledge and gain experience beyond the classroom, and to build credibility while forming lasting student-client relationships.

The idea for the firm began when Natalie Prazenica, now PRowl's Firm Director, attended the National PRSSA Conference in Philadelphia in October 2007. She found that PRSSA chapters across the country were handling student-run firms and she wanted Temple students to be a part of it.

"From the very beginning, I knew a student-run firm could thrive at Temple," says Prazenica. "I see an amazing potential for success on our campus. Both PRowl staff members and our clients will benefit from having a public relations at their disposal."

PRowl is prepared to assist student organizations and outside businesses focusing on attracting college students with researching target markets, media relations, event planning, speech writing, and many more forms of publicity. As the firm grows, the variety of services will surely expand.

Prazenica, with the help of her Board of Directors, has worked hard over winter break to confirm positions within the firm, solidify a comprehensive business plan, and to begin acquiring clients.

"We all know that it's hard to be seen on Temple's campus. With almost 200 student organizations, it's easy to get buried under the competition. PRowl is here to help our clients rise above the mess. We can assist in everything from media relations to event planning - there's nothing we can't do," says Prazenica.

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PRowl Public Relations is Temple's premiere student-run PR firm. For more information about PRowl PR and its services, please contact Firm Director Natalie Prazenica at nprazenica@temple.edu.