

FOR IMMEDIATE RELEASE

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News worth duplicating.

Largest franchisee trade/professional organization – American Association of Franchisees and Dealers (AAFD) – selects PR Works, a Kingston, Mass. firm to make them famous.

DATELINE: KINGSTON, MASSACHUSETTS...

McGrowth – it is everywhere you look. Franchising is the fastest growing segment of our economy. To take advantage of that trend, the American Association of Franchisees and Dealers (AAFD) has selected PR Works, a Kingston, Mass. firm to make them even more famous.

The AAFD is a national non-profit trade association based in San Diego, California and representing the rights and interests of franchisees and independent dealers throughout the United States. Formed in 1992, the AAFD is focused on market driven reform to achieve its mission to define and promote collaborative franchise cultures that the AAFD describes as *Total Quality Franchising*. Since its formation the AAFD has grown to represent more than 50,000 franchised businesses throughout the United States. The AAFD currently has members in all 50 states and represents more than 100 different franchise systems.

“Fair franchising, the idea of individual franchisees and corporate franchisors collaborating for more harmonious growth is the hallmark of the AAFD. We are excited about reaching out to both established and emerging organizations with that sensible message,” noted Robert Purvin, CEO of the organization.

He added, “We selected PR Works based on their years of working closely with franchisors and franchisees to generate visibility, opportunity and additional sales growth. The fact that Steve Dubin, president of PR Works, sits on the board of the New England Franchise Association, the largest regional trade organization of its kind, is testimony to his knowledge and commitment to the industry. Steve recently assisted with a branding/marketing workshop at our national conference in Dallas and was well received by our members.”

PR Works has helped numerous franchises and licensed programs to expand, including Boot Camp For New Dads, ReMax, TCBY, Visiting Angels, Four Seasons Greenhouses, Lapels Dry Cleaning, Zoomin Groomin, Carl I Brown Mortgage, Black Dawg Sealcoat and others.

PR Works Reaches Out

PR Works reaches out to the franchise community by offering a wealth of free, objective information on its website.

How can you generate publicity for your company or organization? A new, informational website aptly entitled www.PRWorkZone.com provides more than 30 well organized pages of tips including strategic PR planning, news releases, feature story development, media placement, media coaching, newsletters, case studies, grand opening management, product and service launch management, press tours, press conference management, brochure development, advertising campaigns, direct mail, and telemarketing

PR Works offering The Works

PR Works, with a staff of five, offers a wide expanse of public relations services including strategic PR planning, news releases, feature story development, media placement, media coaching, newsletters, case studies, grand opening management, product and service launch management, press tours, and press conference management. In addition to public relations, PR *Works* provides complete marketing services such as brochure development, advertising campaigns, direct mail, and telemarketing.

Visit the new website at www.prworkzone.com. For FREE brochures entitled “How to Talk to the Press”, “Making Newsletters Noteworthy”, and “Seminars Lead to Motivated Prospects”, or contact PR Works (781) 582-1061, sdubin@prworkzone.com, 51 Lot Phillips Road, Kingston, MA.