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PRACC Message Line: (239) 436-2105
or rsvp@pracc.org**

FOR MEMBERS

***NAPLES NEWS MEDIA GROUP PRESS CONFERENCE TO ANNOUNCE
RE-BRANDING & NEW FACILITY TOUR***

NAPLES, FLORIDA (May 30, 2009) – Before the *Naples Daily News* (www.naplesnews.com) goes live with its new presses, the Public Relations, Marketing and Advertising Professionals of Collier County (www.pracc.org) will host ~~the only~~ a private tour of the state-of-the-art facility Friday, June 19 at 10 a.m. The *Naples Daily News* is moving from an aging, cramped location downtown to a new 186,000-square-foot, green-inspired building on 18 acres in North Naples. The tour is open to PRACC members, media and by special invitation.

Registration begins at 10 a.m. at 1100 Immokalee Road. A press conference will be held at 10:30 a.m. to provide a brief overview of the building and its features. In addition to discussing the \$95 million project and the WIFAG press that will produce more visually appealing papers with less ink rub-off, Publisher Chris Doyle will announce the multimedia company's re-branding campaign.

“We are very pleased that PRACC understands the importance of our new facility and its value to the community and is willing to help us spread the word on how this move will change the way newspaper organizations can adapt and thrive in a changing market,” said Doyle. “With broad community feedback, we created a new brand name to represent our family of products and services. Our new belief statement was chosen to reflect our company's most basic core values and to project an absolute commitment to these standards.”

Doyle and members of his management team will take questions about the company's mission and the new facility. He and Operations Director Tom Sewall will conduct the tours.

Entry to this event for PRACC members is \$25, with proceeds benefiting the PRACC Future Star Scholarship fund. Make a reservation at rsvp@pracc.org or (239) 436-2105. Deadline for reservations to this event is Tuesday, June 16. Please include your name and the organization you represent.