



Ocala Chapter

FOR IMMEDIATE RELEASE – January 6, 2012

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“MAKING YOUR PRESS RELEASE MOVE”

OCALA, FL - The Ocala Chapter of the Florida Public Relations Association will hold its monthly professional development luncheon at the Ocala Hilton on State Road 200 at 11:30AM Friday, January 20. The featured speaker is Mike Gibaldi, APR, and account manager for Business Wire’s Florida region.

Gibaldi’s presentation focuses on the value of using a distribution service to send out news releases and, more importantly, how to prepare your release for that purpose.

As part of his responsibilities with Business Wire, Gibaldi handles business development and client service in the North Florida and Miami markets. His duties include providing informal counsel on public relations, online marketing, and investor relations matters to communications professionals.

Gibaldi has 21 years of newswire experience – all with Business Wire. He’s a past president and current board member of PRSA’s Miami Chapter (Public Relations Society of America) and has earned the APR designation (Accredited in Public Relations). He also served on the board of the National Investor Relations Institute’s South Florida Chapter. Outside the business world, Gibaldi volunteers as a board member with Surfrider Foundation’s Miami Chapter. He earned a BBA in marketing and International Business from Florida International University and is a Miami Beach native.

The Ocala Chapter invites all interested public relations practitioners to the monthly professional development luncheon. Cost is \$20 for members and \$25 for non-

members. Please RSVP by visiting www.fpraocala.org and making your PayPal reservation.

FPRA is dedicated to developing public relations practitioners, who, through ethical and standardized practices, enhance the public relations profession in Florida. FPRA is comprised of 15 professional and 10 student chapters throughout the state, providing professional development, networking and professional recognition opportunities.

The Ocala FPRA Chapter, www.fpraocala.org, was established in 1980. Members and guests meet the third Friday of each month at 11:30 a.m. at the Ocala Hilton.

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