BLACKBALL MEDIA SECURES INVESTMENT FROM PA GROUP

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- Blackball Media to expand with major investment from the parent company of the Press Association
- Company reorganised into three businesses and rebranded
- Andy Entwistle appointed Blackball Media managing director

Blackball Media is today delighted to announce a significant investment from PA Group and a major rebranding.

PA Group – which encompasses the Press Association, the UK's leading multimedia news agency, and a range of specialist media companies – has taken a 25 per cent stake in Baize Group, the new top company formed from the reorganisation of Blackball Media.

The growing PR and video arm of Blackball Media has been hived off to form a new PR agency, On Cue Communications.

Blackball Media has promoted Andy Entwistle to the position of managing director and he will continue to focus on growing the award-winning Car Dealer Magazine and its burgeoning events, establishing Workshop Magazine, SuperUnleaded.com and TradePlates.TV, while also growing the company's hugely successful motoring editorial services.

James Baggott takes up the position of Chief Executive Officer of Baize Group and will oversee both companies. Clive Marshall, Chief Executive Officer of PA Group has been appointed Baize Group chairman.

James said: 'I am absolutely thrilled to announce this investment from PA Group and some exciting changes for the company I started eight years ago in my conservatory. It's been an incredible journey so far and with the help and support of such an established name as PA I am sure we will go from strength to strength. We have exciting plans to expand all areas of the business and now we have the right management and structure in place to make them a reality.

'I started my career in local newspapers and know just how well respected PA is in this industry. To have them as an investor in my business and a partner to take this business forward is a real honour.'

Clive Marshall, Chief Executive Officer of PA Group, added: 'Baize Group is a fantastic business which includes the award winning Car Dealer Magazine, motoring editorial services, a fast growing motoring events and awards business and the provision of specialist PR and video services to the motoring industry. We are delighted to have the opportunity to invest in Baize Group and to support the founder James Baggott and his colleagues as they look to capitalise on the huge demand for their products and services.'

The changes will take place from April 4. For more information contact James Baggott on (023) 9252 2434 or emailjames@thebaize.com.

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