Mediatica Appointed By Charitystars As Public Relations Partner

Wednesday 3 June, 2015

Mediatica has been appointed by online auction site CharityStars to help promote its work in the United Kingdom.

Founded by Francesco Nazari Fusetti and Manuela Ravalli, CharityStars was launched in Italy and has recently begun operating in the UK.

CharityStars auctions a number of prizes within a variety of areas including sport, film and music, with bids going to charities specifically selected by the organisation or individual donating the prize.

An innovative concept, the online start-up company has been operating with great success in Italy before expanding to the UK.

Mediatica will be working with CharityStars to help promote the company and the wide-ranging work it does, as well as individual auction items that hold specific interest for the UK market.

At present CharityStars has a range of exciting auctions, from unique Liverpool and Steven Gerrard memorabilia right through to red carpet premiere access to upcoming film Entourage.

Anthony Peacock, creative director of Mediatica, commented: "Mediatica is delighted to be working with CharityStars in support of its UK launch following an incredibly successful start in Italy. It is a very young company with fantastic prospects and, here at Mediatica, we are very excited to be promoting the fantastic work it does to raise funds for a number of worthy causes."

Robert Robinson, managing director of CharityStars UK, commented: "We're delighted to be working with Mediatica to promote CharityStars in the UK. We are young but remarkably innovative and welcome the support and connections Mediatica will be able to utilise to enhance our business."

Ends

About Mediatica:
We are communications professionals who use writing to convey messages. We work in public relations and journalism to tell the world the story you want.
What's the story? Whatever you want it to be. We write everything from press releases to books to features. But as well as write, we also do.
What do we do? We use writing to formulate strategies, launch an event, or manage a crisis. And we do it all over the world.

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