Pressat partners with SWNS to expand business reach across the UK

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New collaboration allows press releases to appear on 65 regional media outlets

Pressat has announced a new partnership with UK news agency SWNS, giving businesses the ability to extend the reach of their announcements across a network of prominent regional media outlets.

Through the arrangement, organisations using Pressat can opt for a new distribution circuit that places their press releases on 65 established news websites across the United Kingdom. The releases will appear as branded features designed to attract readers and increase engagement.

Founded in the 1970s, SWNS is a trusted and long?standing provider of breaking news, features, and multimedia content to national and regional outlets. It has spent decades building close relationships with UK publishers, and Pressat clients can now access these channels directly and place their corporate announcements in front of large, geographically diverse audiences.

“The UK media market is highly competitive, and visibility in this region is crucial for any organisation looking to grow whether they are based here already or international firms looking to reach UK consumers,” said Alison Lancaster, CEO at Pressat. “This partnership with SWNS gives our clients a direct route into some of the most trusted regional media outlets in the country.”

Since 2010 Pressat has become one of the UK’s leading press release distribution platforms providing targeted dissemination of content and images to third parties.

Martin Winter, managing director at SWNS, added: “We have been supplying trusted news content to publishers for 50 years. By working with Pressat, we’re enabling brands and businesses to connect with readers through established, respected platforms.”

The collaboration is now live and available to all Pressat users seeking wider distribution of their news and announcements.

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