

MultiVu Launches Multimedia Broadcast Co-op Calendar for 2015

MultiVu Provides Timely, Efficient and Cost Effective Way to Tell Your Story

NEW YORK /PRNewswire/ — MultiVu, PR Newswire's multimedia and broadcast production and distribution group, has launched its Multimedia Broadcast Co-op Tour calendar for 2015.

If you're looking for a timely news hook to gain exposure for your product or brand, or searching for a credible spokesperson to tell your story, we have done all of your planning for you, from *New Year, New You* and *Holiday Gift Guide* through all major trade shows, and lifestyle events; we have a tour to fit your needs. And, this year, we are offering a new assortment of top-notch talent and tour topics. But, if you still don't see what you're looking for, we can customize a co-op for you. Our tours are open to four non-competing brands and will help you get exposure on TV, Online and radio, delivering the highest ROI in the business.

MultiVu's multimedia broadcast Co-op Tour offers premium multimedia news delivery that incorporates all of your needs: live streaming of the entire tour which can be viewed from anywhere in the country; photo on The Reuters Sign in Times Square to help lengthen the reach of your message; and placements on Newsupdate, The Daily Buzz and USA Radio, guaranteeing an audience of over 6 million.

"MultiVu's Co-op package offers an unparalleled, cost-effective multimedia solution," said Alison Welz, Executive Director of Media Relations & Client Strategy at MultiVu.

"Leveraging our industry-leading expertise in traditional broadcast PR, we deliver a customizable, multi-platform vehicle that delivers your message to the target audience."