

**PRESS RELEASE**

For Immediate Release

**Media Contact**

Samantha Berens  
Fresh Creative  
16 First Street SE  
Fort Walton Beach, FL 32548  
P 850.244.5549 | F 850.244.2864  
sam@visitfreshcreative.com

**BECOMING WEBWISE**

FORT WALTON BEACH, FLA (May 8, 2009) - Have you been wondering if you're doing all you can to take advantage of web marketing? Is your website really the marketing tool it could be for you? What does the new "Google Era" mean for you and your marketing and how can you make sure you successfully weather this new reality? To ensure their clients are able to weather this new reality with cutting edge marketing tools, local marketing firm, Fresh Creative | communications + design, partners with a serious industry leader - Newfangled Web Factory. On May 19<sup>th</sup>, Mark O'Brien, president of Newfangled Web Factory, will address the above questions in a special extended session of the Northwest Florida Coast Florida Public Relations Association (FPRA) Chapter meeting. Members and non-members alike are encouraged to attend to take advantage of this professional development opportunity.

Typically working exclusively with advertising agencies, Newfangled is stepping outside their box and sharing their advice directly with marketers at the upcoming FPRA meeting. "We've worked with Newfangled for a couple of years now and have been extremely pleased with the quality of work and expertise they provide," said Samantha Berens, resourcer at Fresh Creative and programs chairperson for FPRA. "We're happy that the relationship we have with them has allowed us to help provide a professional development opportunity for our local marketing colleagues."

(more)

New Fangled Web Factory, based in North Carolina, helps advertising agencies build better websites for their clients. "We're excited about the opportunity to meet with a talented group of marketing and PR professionals," said Mark. "Web strategy can be overwhelming for some; hopefully this will be a chance to shed light on the topic and allow people to get some questions answered." Having spoken at a wide variety of well-known events for advertising agencies, including events for Recourses, Win Without Pitching, Second Wind and the HOW Design Conference, Mark brings a wealth of knowledge to the table. For more information on Newfangled Web Factory, visit their website at [www.newfangled.com](http://www.newfangled.com).

"Given the state of the economy, marketers are looking for every cost-effective solution they can find and many people know that the web holds tremendous marketing value and a much lower cost than other traditional media," said Samantha. "Unfortunately though, they don't always know how to take advantage of it. By bringing Newfangled to our area, we're hoping to provide local marketers with advice from a proven expert that they might not otherwise have the chance to get."

Mark will be presenting at FPRA's monthly professional development session on Tuesday, May 19<sup>th</sup> at Carrabba's at Silver Sands Factory Stores. The meeting will begin at 11:30am with a short break at 1pm. Following the break, the group will reconvene for an extended session with Mark until 2:30. Attendees are encouraged to come for the first half even if they are unable to stay after the break. Cost for attendance is \$20 for members/\$25 for non-members. An RSVP is required by Thursday, May 14<sup>th</sup> to Jessica Proffitt at [jproffitt@turnberry.com](mailto:jproffitt@turnberry.com) or 850.337.8700.

#

#### ABOUT FRESH CREATIVE

Fresh Creative is a communications and design firm established in 1992 that specializes in marketing real estate and hospitality properties. Using strategic process and experience, it develops comprehensive solutions that create distinctive impressions. Contact Fresh Creative at (850) 244-5549. For information about Fresh Creative, visit [www.visitfreshcreative.com](http://www.visitfreshcreative.com).

###