

Automated Awareness of Public Relations Opportunities

What is MyST PR Connect™?

To be hyper-competitive, you need your products and services to be discovered by journalists, news media, magazine writers and popular bloggers. But to achieve this requires a lot of time and effort by your marketing staff or paid PR professionals.

MyST PR-Connect™ provides automated awareness about journalists and news organizations that are looking for knowledgeable experts and expertise that will help them complete their stories and articles.

How does it work?

MyST PR-Connect™ constantly watches for unique PR and news opportunities related to your company and its products and services. When a match occurs, designated recipients are instantly notified by email with all the details necessary to pitch the journalist who is seeking an expert.

Responding to a PR-Connect™ opportunity requires only a single mouse click to contact the journalist.

MyST PR-Connect™ Opportunity Alert Powered by MyST PR-Connect

MyST PR-Connect matches up your organization with journalists and writers who are actively seeking experts on various subjects. We have identified a PR opportunity for you – the details of the request are provided below. Being mentioned in a story is a great way to build your visibility and increase your web traffic.

If you have a compelling point of view, expertise, or a story that relates to this request, you are encouraged to contact the journalist directly. It is often helpful (but not necessary) to reference a blog post that relates to the journalist inquiry.

If you are not confident that you can help the journalist with this request, please do not contact them. They are looking for very specific information to write their stories and like to stay on topic.

If you are mentioned as a result of the MyST PR-Connect, be sure to let us know.

Public Relations Opportunity for HealthCommentary

CATEGORY:	Gift Bag Product Requests
GMT FT:	N/A
DEADLINE:	5:00 PM PACIFIC February 20
JOURNALIST REQUEST:	
<small>Do you represent a brand that would like to connect with over 20,000 members of the health and fitness industry, all while supporting a national charity lead by Oprah-show health expert, Dr. Oz? Chain Reaction is a three-day Spinning® event, designed to raise money for Dr. Oz's HealthCorps held March 17 through 19 at San Francisco's Moscone Center. The charity fundraiser will coincide with the annual International Health, Racquet and Sportsclub Association (IHRSA) annual tradeshow and convention. Chain Reaction is looking for gift bag donations to give to its riders, athletes and celebrity VIPs as well as prizes to give out during the 24 hour-long rides. Please no junk food-type items as this event is aimed at curbing obesity. You can visit Chain Reaction online at www.joinchainreaction.org, connect on Twitter @joinchainreact, and join the Facebook fan page at http://tinyurl.com/lydrc4</small>	
CONTACT:	Rebecca Boehmer Title: PR Pro rebecca@parkerwhite.com
ANONYMOUS:	No
REGIONAL:	No San Francisco, CA

Finding Good PR Opportunities

PR-Connect™ is guided by high-level keywords and other meta-data to find quality matches of devel-

oping opportunities. The matching guidelines are established with an intelligent rules-based system.

Customizable and Extensible Rules

PR-Connect™ rules are carefully constructed to find opportunities based on subjects important to your organization. The PR-Connect™ rules system is intelligent and suppresses false-positives; only important and relevant opportunities are called to your attention.

Process Oriented

PR-Connect™ is designed to fit into your business with minimal setup effort. Email notifications can be designated to role accounts or one or more individuals for review.

Benefits Overview

- **Turnkey Solution** - PR-Connect™ is automatic; no rules management or monitoring required.
- **Timely Notification** - Journalists are typically on short deadlines; notifications of new opportunities are sent quickly.
- **No Effort, No Distractions** - Only the most important and highest quality opportunities are called to your attention.
- **Comprehensive Process** - Notifications contain all the information necessary to promote your products and services to the journalist.

Specifications

- Integrated directly into your existing MyST Blogsite® solution.
- Notifications via email.

Contact MyST Technology Partners to Discuss Your PR-Connect™ Requirements

MyST Technology Partners™

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