

## APO, Richard Attias & Associates partner to promote New York Forum Africa

The African Press Organisation (APO) has announced the partnership with Richard Attias & Associates under which APO will provide media relations services to promote the New York Forum Africa to be held in Libreville, Gabon from 8-10 June 2012.



The New York Forum Africa will provide three days of discussions, collaborative taskforces and high-level plenary sessions to focus on the key economic and business issues confronting Africa

APO will promote the New York Forum Africa in and outside of Africa, by providing press release wire distribution through Africa Wire, reaching over 25 000 media contacts, bloggers, social networks, and redistributing content to over 50 African websites.

Africa Wire guarantees the most extensive reach to Africa helping communication agencies, companies, institutions and organizations engage with their audience in all parts of the continent.

"We are pleased to offer our media relations expertise on the African continent to such an important global influencer. This new contract demonstrates our ability to provide second to none media relations services in Africa", said Eloïne Barry, APO executive director.

For more information about the New York Forum Africa, go to [www.ny-forum-africa.com](http://www.ny-forum-africa.com).