



Hatch PR launches

- Boutique consultancy for digital markets brings flexible, proactive and creative PR for both traditional media and Web 2.0-

Birmingham, England - 18 March 2008 - [Hatch PR](#) Limited today incorporated to bring flexible, proactive and creative PR to the digital industries. Hatch PR is a virtual communications consultancy based out of Birmingham, with presence in London and soon, continental Europe.



"Lots of people will ask, 'why launch yet another PR agency?'" said founder Emily Farrell. "The PR market lacks a flexible, cost-effective solution for startups and more established niche players who need to punch above their weight in the technology industries. Our unique business model means [Hatch PR](#) can bring great value to these companies without needing huge marketing budgets."

Hatch's philosophy is that by tapping into a network of highly experienced PR freelancers, rather than using a typical PR agency staffing model, digital companies can get far more value from their PR budgets. Because these freelancers are experienced, creative professionals, their low-cost PR programmes can still bring huge results. Hatch is also committed to working flexibly with companies that have previously found long-term PR retainers have stopped bringing value over time.

Hatch PR's first client project will be launching Censorit, a child protection technology for parents that prevents kids from accessing illicit content over portable devices.

Media contact:

Emily Farrell
emily@hatch-pr.com
www.hatch-pr.com
Land: +44 121 240 0859
Mobile: +44 774 863 3355
Twitter: emily_hatchPR