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Doodle.com draws in Hatch PR for ongoing UK communications

25 March 2009 - Birmingham, UK - [Hatch PR](#) today announced it has signed a contract with [Doodle.com](#) for its ongoing PR support in the UK. Doodle is the web's most popular simple-to-use online scheduling tool with more than 2.5 million users, and is growing as fast as Facebook.

Hatch PR was appointed at the end of February 2009. Doodle narrowed its search from seven agencies to three, of which Hatch was selected. Doodle reviewed agencies with strong press relationships and digital credentials. The main objective of the communications programme will be increasing Doodle's UK user base.

"We preferred Hatch because of its straightforward, no-nonsense style and extremely strong digital credentials. We've been delighted with the immediate results the team has already achieved, which speaks to the strength of Hatch's network," said Tilman Eberle, VP of PR and communications at Doodle.

Hatch PR founder Emily McDaid said: "We want nothing less than for the UK to keep time with the Swiss! One in every ten people in Switzerland use Doodle to arrange business and social meetings, and with both businesses and consumers in the UK so focussed on time-savings, that incredible take up can be replicated here."

The account will be led by Emily McDaid and Chris Lee of Hatch PR.

About Hatch PR

Hatch PR is a boutique public relations consultancy for the digital world bringing flexible, proactive and creative PR. Hatch was formed in March 2008.

In today's economic climate, digital companies require flexible, cost-effective solutions to generate awareness and raise brand visibility in their markets.

Hatch philosophy is that the impossible can be achieved, by tapping into a network of highly experienced, specialist PR professionals who provide smart PR without breaking the bank.

About Doodle

Doodle makes it easy to find the "right time" for a group gathering or a meeting. With just a few clicks you can establish a "poll" – a tabular display of possible available time slots – invite participants and see clearly in a table which options best suit everyone. Doodle is a free web service, doesn't require any registration and is available in 28 languages worldwide. The usability and the entrepreneurial achievements of Doodle have been awarded across the world: For example, the Mashable Open Web Awards 2008 "Bloggers' Choice" and "People's Choice."

Doodle currently has 2.5 million unique clients. In Doodle's home country, Switzerland, 10 per cent of the entire population use the service at least once a month, and this figure is growing.

For more information please visit www.doodle.com.

Press contact:

Emily McDaid

emily@hatch-pr.com

Web: www.hatch-pr.com

Blog: hatchpr.blogspot.com

Land: +44 121 240 0859

Mob: +44 7748 6333 55

Twitter: [@emily_hatchPR](https://twitter.com/emily_hatchPR)



www.hatch-pr.com

Tilman Eberle
Vice President of PR and Communications
www.doodle.com/press
Email: the@doodle.com
Telephone: +41 (0) 44 586 98 14