

○ PUBLIC RELATIONS SERVICES ○

Xcel Energy Center's public relations department will work to maximize the exposure of your event in the local news media, including television, radio, print, online and social media.

WE KNOW THE MARKET

Our PR department has strong, established relationships at all levels of the local media and maintains regular contact with them, making sure they are informed and equipped to cover every event at Xcel Energy Center. We are ready to collaborate with your PR team to pursue every possible avenue for news media coverage.

WE REACH YOUR TARGET

With so many events happening in Minneapolis-Saint Paul each year, it can be a challenge to break through the clutter. Our PR team has proven experience generating successful media coverage for a variety of events. Our established relationships with all areas of the news media, combined with our commitment to make your event a success, will make certain your intended audiences are reached.

- Ongoing relationships with high-profile local media
- Availability to enhance any ongoing publicity efforts with tour management
- Extensive media database of over 800 contacts that has been cultivated over time and reaches across the five state area
- Highly visible website containing information on every Xcel Energy Center event as well as links to client sites
- Experience in crafting publicity plans, as well as creative unique promotional and media opportunities, to garner additional exposure for your event
- We will keep the community informed of the latest news and information on your event in our monthly e-newsletter and via our social media sites
- Deep-rooted relationships with primary tenant, NHL's Minnesota Wild, as well as with Saint Paul RiverCentre and Roy Wilkins Auditorium facilities, enhancing promotional efforts for your event
- 2008 PRSA Silver Anvil Winner for results achieved with the 2008 U.S. Figure Skating Championships