

# market2world communications turns 2.0

market2world communications inc., one of North America's leading independent product launch and public relations firms, is celebrating its second year of rapid growth and client success at its new headquarters in downtown Almonte.

An evening of cocktails, tapas, networking and fiery flamenco and gypsy jazz music by The James Cohen Caravan brought together clients, partners and community supporters on Thursday, June 21st. Established by serial technology marketing entrepreneur and Almonte resident Nathan Rudyk in 2005, market2world has decades of experience building emerging and established companies in a variety of markets.

To the 20th century marketing mix of web sites, tradeshows, product reviews and feature articles, market2world adds Web 2.0 tools like blogs, podcasts, wikis, RSS feeds and search marketing to work in public relations and lead generation campaigns.

"One of the reasons we've been successful is our ability to stay ahead of new media trends such as blog-



It was a time for celebration as market2world, a product launch and public relations agency, marked its second anniversary with a 2.0 anniversary party on Thursday, June 21. Pictured here are market2world's Social Media Specialist Alicja Gulajski and Conversation Architect Jill McCubbin with guest Nancy Reside.

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ging and podcasting that are taking root in online communities like Facebook and YouTube, while understanding how 'Web 2.0' can super-charge the more traditional marketing mix of web sites, public relations outreach and lead generation via tradeshows and pay per click advertising," said Rudyk, the company's President and CEO.

"The other reason, frankly, is due to our location. Almonte is home to awesome creative talent among our corporate community of employees, freelanc-

ers and suppliers. Most of us walk or cycle to work while enjoying the heritage riverfront of Almonte's downtown, and that energizes us with a creative spirit and intelligence that our clients benefit from every day." market2world communications boasts a client roster of national organizations that include the National Arts Center, MADD Canada, MD Financial Group, Zip.ca as well as high tech companies such as Marketcircle Inc., dominKnow Inc., Parliant Corp., Unlimi-Tech Software

Inc., and CopperKey Inc. that are located across North America and have customers around the globe. In its latest period of expansion, market2world recently moved from one Almonte heritage building to another - the Victoria Woolen Mill to the Thoburn Mill - to fulfill its requirement to double office space for an estimated 8-10 employees in 2007.

The celebration of the two-year mark and growth of the company was hosted in its expanded Thoburn Mill offices.