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FREESTYLE EXPANDS SILICON PRAIRIE PRESENCE WITH ADDITION OF POPULAR TECH STARTUP TIKLY

DES MOINES, Iowa – (April 30, 2012) – Freestyle Public Relations, a full service public relations firm that specializes in building individualized and multi-faceted campaigns for clients in a variety of fields, announced today that it has executed a Letter of Agreement with Des Moines-based startup, Tikly, the low-cost event ticketing service. As part of the agreement, Freestyle will provide strategic communications counsel, editorial support, and media relations services.

Tikly was launched in May 2011 by founder and CEO, Emma Peterson, after recognizing a need for change in ticket sales in the music industry. The startup's ticketing platform offers the industry's lowest service fees as well as additional revenue streams for artists, venues, and organizations. It's ability to offer the lowest fees is a result of utilizing Dwolla's API, the Ashton Kutcher funded startup (also based in Des Moines and launched nationally by Freestyle PR) that is ushering in new and inexpensive ways to share, send and receive money.

“We're thrilled that Emma and her executive team at Tikly chose Freestyle to manage and execute its strategic communications efforts as it quickly expands from within the Midwest to the coasts,” said David Splivalo, President at Freestyle Public Relations. “Our ability to deliver the same, if not better results than our counterparts in much larger tech savvy metropolitan areas underscores why Freestyle is the only agency in Silicon Prairie to be considered for the job of helping tech-based brands.”

About Freestyle Public Relations

Established in 2006, Freestyle Public Relations is an independent public relations firm offering communication services that are specifically tailored to each client's market space. To ensure that each of its communications programs is precisely tuned to its target audience, Freestyle employs its proprietary 'Communication Without Boundaries' methodology in which communication programs are built around the specifics of clients' markets and not around an agency standard. In addition to media relations, the agency provides additional services including corporate communications, agenting services, government advocacy, brand identity programs, analyst relations, media training, a full service editorial program, etc. For more information about how Freestyle creates results for its clients, visit our website at www.freestylepr.com, call 515.223.4343 and/or follow us on Twitter at @freestylepr.

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