



## **FREESTYLE PUBLIC RELATIONS SECURES TODAY SHOW COVERAGE FOR CLIENT AT CONSUMER ELECTRONICS SHOW**

### **Long-Term Client Cellcontrol Has Been Served by Freestyle Since 2009; Relationship Has Resulted in Cellcontrol Becoming the Leader in Distracted While Driving Market**

**DES MOINES, IOWA - Feb. 10, 2014** - Freestyle Public Relations, a high-tech public relations consultancy offering tailored communication services to several emerging and established tech markets, announced today that it has marked its fifth year serving long-term client Cellcontrol by securing a segment on the NBC Today Show. The latest coverage was a result of Cellcontrol's exhibition at the Consumer Electronics Show and Freestyle's proactive pitching efforts. Cellcontrol was the only anti-distracted driving technology featured on the national news show.

Since Freestyle and Cellcontrol began working together the relationship has resulted in over 500 news stories, over 60 press releases and countless social media placements. Currently Freestyle is working on several more proactive article placements with national news outlets that will appear over the next 30 days. To view the Today Show segment on Cellcontrol please visit the following URL: <http://on.today.com/1fz1FXT>. For more information about Cellcontrol, please visit <http://www.cellcontrol.com>.

"Freestyle was selected by Cellcontrol because it had the unique ability to absorb its brand and messaging but at the same time remain separated enough where it could deliver meaningful results that weren't impacted by drinking from the same well of Kool-Aid," said David Splivalo, chief consultant of Freestyle Public Relations. "About one-third of the time our creative ideas are shot down but the other two-thirds are what have made Cellcontrol into the most identifiable brand in their industry; both on the B2B and B2C side of the business."

#### **About Freestyle Public Relations**

Established in 2006, Freestyle Public Relations is a high-tech public relations consultancy offering communication services that are tailored to the markets they serve. 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, integrated marcom programs,

a full-service editorial program, etc. In addition to its Midwest office, Freestyle Public Relations maintains an office in the San Francisco Bay Area.

For more information about how Freestyle creates results for its clients, visit our website at <http://www.freestylepr.com> or call 703.798.2395.

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