



RNS Number : 0463Z

Reach4Entertainment Enterprises plc

29 August 2018

reach4entertainment enterprises plc

(“r4e” or “the Company” or “the Group”)

r4e launches live entertainment PR agency

reach4entertainment enterprises plc, the integrated, live entertainment communications group, is pleased to announce today the launch of Story House, a new live entertainment focused public relations agency.

The newly-established entity, majority-owned by r4e will be launched in partnership with David Bloom, a leading practitioner in the sector, and key stakeholder in Story House.

Story House’s launch marks an important step in r4e’s strategy to expand its portfolio of complementary businesses, both organically and through targeted investments, offering a diversified range of services and creating synergies to maximise value. The addition of Story House will enable r4e to provide further competencies to its core theatrical production client base, in order to fully support them in driving consumer interest in their shows.

Story House launches as a public relations agency to a number of leading West End, UK, and world-touring clients, including 42nd Street, Strictly Ballroom, True West, Benidorm, Walking with Dinosaurs, and Company, the highly-anticipated show, launching this Autumn.

Marc Boyan, CEO of reach4entertainment enterprises plc commented:

“We are delighted to announce this important and exciting step forward for r4e. Following the launches of Dewynters Amsterdam and Wake the Bear earlier this year, the launch of Story House is consistent with our strategy to grow the business both organically and via acquisitions as we continue to strive to offer our clients both a competitive and exclusive service.”



“David’s considerable experience and network of 20 years in the sector will be crucial in successfully establishing the agency as a new entity of the Company. The enrolment of a number of high-profile clients already is testament to the fact that David is hugely respected in the industry, and with this in mind, we have significantly de-risked the business.”

“We are now focused on building upon the strong foundations in place at Story House and look forward to informing the market of its progress in the coming months.”

David Bloom, Co-Founder of Story House commented:

“With both the market and media landscape ever changing, it’s an exciting and challenging time to be crafting stories for audiences that are growing increasingly diverse. The best campaigns are driven by strategy: the right channel, at the right time, with the right message. I want Story House to be at the forefront of this, fully integrating PR with paid media and social, to ensure all elements of a campaign are working together.”

“Supported by r4e with their unrivalled global position of pioneering and creative thinking, I look forward to Story House collaborating with our clients to ensure our work is dedicated to realising their ambitions.”

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Notes to Editors

reach4entertainment enterprises plc (“r4e”) operates a collection of theatrical, film and live entertainment marketing, PR, advertising and display agencies, across the world. The Company uses its extensive experience in the live entertainments space to create value through investing in innovative and established agencies that provide communications services to a range of clients involved with theatre, film, concerts and more.

For further information on r4e you are invited to visit the Company's website at www.r4e.com.

Spot and Company of Manhattan, INC.

A global leading full-service arts and live entertainment advertising and marketing agency. In an ever-changing media landscape, it stays ahead of the curve with a mix of bold positioning through interactive, broadcast, environmental and print campaigns.

<https://www.spotnyc.com>

Dewynters Limited

A leading independent arts, events and live entertainment marketing specialist. The agency's work in theatre, museums, attractions, sport and music is seen right across the globe.

<http://www.dewynters.com>



Newman Displays Limited

The UK's leading large-scale outdoor signage, front of house, marquee display and installation company. Clients include major West End theatre productions, leading film companies, cinemas and major global events.

<http://www.newman-displays.com>

Wake the Bear Limited

A marketing communications agency that supports businesses to invent, reposition and regenerate their brands in order to grow. The agency carries out brand strategy, communications planning and end-to-end activation.

<http://wakethebear.co.uk>

Story House PR Limited

A new public relations agency for the theatre and live entertainment industries, operating in the UK and internationally. The agency crafts engaging campaigns for audiences, driven by strategy: the right channel, at the right time, with the right message. Fully integrating PR with paid media and social, ensuring all elements of a campaign are working together, Story House collaborates with its clients to ensure its work is dedicated to realising their ambitions.

www.storyhousepr.co.uk