



To take every advantage of the resources offered in the Twin Cities, our public relations department can increase the exposure of your event through the local news media, including television, radio, newspapers, and online.

## WE KNOW THE MARKET

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

## 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 connections to news media, combined with our commitment to make your show a success, will ensure your target audience is reached.

- Ongoing relationships with high-profile local media
- Availability to enhance any ongoing publicity efforts with tour management
- Database of over 800 radio/TV/print contacts, including trade, regional and outstate
- Highly visible web site ([www.xcelenergycenter.com](http://www.xcelenergycenter.com)) containing information on every Xcel Energy Center event as well as links to client sites
- Experienced in crafting publicity plans to garner additional exposure for your event
- 2008 PRSA Silver Anvil Winner for results achieved with the 2008 U.S. Figure Skating Championships
- 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

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