



Melus Outdoors

public relations & communications

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Melus Outdoors, LLC offers public relations and new media communications

September 17, 2009 (CARBONDALE, Colo.)- Industry PR pro, Sue Melus, announces the launch of Melus Outdoors, LLC, a public relations and new media communications company which specializes in the hunting, fishing, shooting sports and natural resource conservation industries.

Melus Outdoors supports companies with its broad list of media and industry contacts, strategic product placement, traditional and social media releases, trade show assistance and electronic press kits. Additionally, it will launch and maintain an effective online presence for businesses with the latest new media tools such as video content, blogs, Twitter, Facebook, pitchengine and Fast Pitch! network.

“These days companies need to incorporate new media into their public relations campaigns,” says Melus. “Print media remains a cornerstone of the industry, however companies can no longer rely on it to spread their message. It’s imperative to join the online conversation.”

Sue Melus is also a talented freelance outdoor writer who understands the importance of well written, targeted content to communicate brand message and drive Internet traffic.

Prior to her new company, Melus was employed at Backbone Media, a PR and marketing firm that specializes in the outdoor industry. As the in-house "hook and bullet" guru, her accounts included Brunton, Gerber Legendary Blades, Simms Fishing Products and Nite Ize.

Melus Outdoors, in cooperation with Backbone Media, is handling the PR for Sitka Gear, Inc., makers of performance hunting gear and apparel.

Melus holds a B.S. degree in natural resources from Cornell University and is an avid outdoors woman. She raises and trains German shorthaired pointers that she hunts and occasionally runs in field trials. She is also a shotgun enthusiast and is certified to teach the NRA's basic shotgun class. Melus and her husband Glenn enjoy fly fishing the gold-medal trout waters and archery and rifle hunting big-game outside their home in Carbondale, CO.

Melus Outdoors, LLC is based on the Western Slope of Colorado. Contact sue@melusoutdoors.com or at 970-948-0297 or visit <http://www.melusoutdoors.com> for more information.

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