

Sector: Retail

Date: October 2010

Client: Floors-2-Go

New Store Opening in Birkenhead



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redefining PR

25th October 2010

Superstore boost to local economy

EMPLOYMENT has been given a boost with the opening of a new superstore this weekend.

Floors-2-Go, which sells laminate and real wood flooring as well as carpets and tiles, is opening a 77,000sqft store in Campbeltown Road, at Commerce Park, Birkenhead, on Saturday (30th).

Ten jobs have been created directly, with local fitting contractors also benefiting.

Floors-2-Go Regional Director Jim Laird said: "We are thrilled to be opening a store in Birkenhead, which will provide jobs for local people. We are looking forward to meeting and serving our customers and building a strong relationship with the local community."

Mayor councillor Alan Jenning and Mayoress Mrs Cathy Jennings, who will be officially opening the store at 1pm, are attending the special event.

The store is opening with a number of special offers, including a free fitting kit when you spend over £100 and up to 75 per cent off selected products.

Heart Wirral's angels will be attending the event, with their winning whirlwind – a wind tunnel where competitors have to grab as many notes as possible - one lucky winner will get £500 worth of flooring.

Floors-2-Go employ over 400 people nationwide across more than 90 stores, with ambitious plans to open further outlets over the next year.

Ends.



A pr2go story

Sector: Retail

Date: November 2010

Client: Floors-2-Go

New Store Opening in Doncaster



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redefining PR

3rd November 2010

Superstore boost to local economy

EMPLOYMENT has been given a boost with the opening of a new superstore this weekend.

Floors-2-Go, which sells laminate and real wood flooring as well as carpets and tiles, is opening a 7,000sqft store on Brunel trade Park, Doncaster, on Saturday (6th).

Ten jobs have been created directly, with local fitting contractors also benefiting.

Floors-2-Go Regional Director Jim Laird said: "We are thrilled to be opening a store in Doncaster, which will provide jobs for local people. We are looking forward to meeting and serving our customers and building a strong relationship with the local community."

Civic Mayor Councillor Margaret Pinkney, who will be officially opening the store, alongside her Mayoress, councillor Georgina Mullis at 9am, are attending the special event.

Floors-2-Go mascots Mr & Mrs Woody will also be there, with balloons and gifts for the children, as well as the TRAX FM Road Team who will be giving lucky winners up to £500 worth of flooring.

The store is opening with a number of special offers, including laminate flooring from a £1 a square metre! This is first come first serve though! And up to 75 per cent off selected products.

Floors-2-Go employ over 400 people nationwide across more than 90 stores, with ambitious plans to open a further 40 outlets over the next year.

Ends.



A pr2go story

Sector: Retail

Date: October/November 2010

Client: Floors-2-Go

“We’ve never used PR before and we’re really excited about working with pr2go. Their transparent costs and straight-forward processes will make it easy for our store managers to secure local press coverage for their events.”

Floors-2-Go, Advertising and Marketing Manager, Karen Hodges

Floors-2-Go is a B2B and B2C flooring specialist and has the widest selection of laminate and real wood flooring in the UK. They have 91 stores UK-wide.

The following stories produced by pr2go were for new store openings in Doncaster and Birkenhead.

pr2go submitted the press releases to the following media:

Media List - Doncaster	Media List - Birkenhead
BBC Radio Sheffield - Radio Station	Birkenhead News - Newspaper
Business Link Yorkshire & Lincolnshire - Magazine, Trade/Industry	Daily Post - Newspaper
Commerce & Industry Business - Magazine, Trade/Industry	Heart Wirral - Radio Station
Doncaster Advertiser - Newspaper	IC Liverpool, Online - Online, News and Business
Doncaster Free Press - Newspaper	Liverpool Echo - Newspaper
Doncaster Free Press, Online - Online, Consumer	Liverpool Star & Merseymart Series - Newspaper
Doncaster Star, The - Newspaper	Wirral Globe - Newspaper
First For Business - Magazine, Trade/Industry	
Rotherham Advertiser - Newspaper	
South Yorkshire Times - Newspaper	
Star, The - Newspaper	
Trax FM - Radio Station	
Worksop Trader Series - Newspaper	
Yorkshire Post - Newspaper	

- pr2go gained coverage in 4 known media outlets, which is 18% of all media included in the distribution lists
- The AVE for these press releases was £1,816.00
- The known reach was 82,802 for the Birkenhead story and 53,284 for the Doncaster story
- The client paid £99.98 for the press releases produced by pr2go
- The ROI for Floors-2-Go for these press releases was £1,716.02 AVE
- AVE (Advertising Value Equivalent)