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‘Vicinity Marketing’ Retains Media Relations Firm *‘à la carte’ PR*

Charlotte, NC—(August 31, 2004)— ‘Vicinity Marketing’ of Charlotte has retained media and public relations firm *‘à la carte’ PR*.

‘Vicinity Marketing’ helps area businesses market to local apartment communities, neighborhood residents, employees and hotel guests.

About: *‘à la carte’ PR*

‘à la carte’ PR offers customized media and public relations services specifically aimed at meeting the needs of entrepreneurs, small and mid-size businesses, agencies and organizations. *‘à la carte’ PR* specialties include media training, business writing, electronic marketing and website creation.

For more information: www.alacartepr.com

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