

3BL Media Acquires CSRwire – The Corporate Social Responsibility Newswire

NORTHAMPTON, M.A., Sep. 07 /CSRwire/ - 3BL Media, the leading news distribution and content marketing platform for Corporate Social Responsibility (CSR) and sustainability information, announced today that it has completed the acquisition of CSRwire.

This acquisition completes the consolidation of independent CSR and sustainability news distribution services, following 3BL Media's previous acquisition of Justmeans.com. The companies will operate from Northampton, Mass., where 3BL Media is based. Terms of the acquisition were not disclosed.

"As the former COO of CSRwire for several years, I am excited to work again with this well respected brand and welcome it to the 3BL Media family," said Greg Schneider, CEO and Co-Founder of 3BL Media. "All of us at 3BL look forward to working with CSRwire's members, partners and readers."

The addition of CSRwire to the 3BL Media distribution network serves the growing need of corporations, non-profits and SMEs to efficiently and effectively reach a targeted audience of media, professionals and consumers focused on CSR and sustainability, which has become critical as individual and corporate purchasing decisions increasingly take social and environmental and governance policies and practices into account.

3BL Media was founded in 2009 by former management of CSRwire in order to improve upon the traditional press release newswire method of announcing CSR initiatives.

3BL Media's news distribution and content marketing platform enables organizations to distribute their blogs, videos, reports, articles and press releases through all of today's most widely used digital channels, incorporating traditional and legacy news portals and databases with social media and new media channels.

The SaaS-based platform, which is offered only on a subscription basis, provides clients with a way to distribute content in variety and frequency more effectively and affordably than traditional services such as newswires.

3BL Media's analytics, tracking and benchmarking provide real-time data back to the client to help inform and shape content creation and external messaging strategy.

CSRwire, which has more than 7,000 corporate, non-profit and public sector members was founded in 1999 in Brattleboro, VT and moved to Springfield, Mass., in 2005. The acquisition of CSRwire will allow 3BL Media to further expand and enhance the distribution and exposure of news and content from 3BL Media's client base, comprised of Fortune 1000 companies, non-profits, NGOs and small businesses.

Since its inception, the CSRwire.com website has been a leading destination for readers of CSR press releases and editorial content contributed by more than 100 of the most respected and influential bloggers, writers and practitioners.

"CSRwire.com will be a focus of investment and cross promotion by 3BL Media and its web properties including, 3BLMedia.com, Justmeans.com and Socialearth.org," said Schneider. "Each of these platforms provides a different focus on content type, issues and readership. CSRwire.com is a natural fit for 3BL Media and will enlarge the customer base it serves, and its overall readership of CSR and sustainability news and content."

About 3BL Media

3BL Media is a leading news and content distribution company focused on Corporate Social Responsibility (CSR) and Sustainability and related topics. Clients include Fortune 1000, multinational corporations, SME's, and non-profits that rely on the 3BL Media distribution platform to distribute press releases, blogs, videos, reports and other media assets through social, traditional and new media channels. 3BL Media leverages its expertise in communications, technology and social media to enable organizations to more effectively communicate about their CSR and sustainability initiatives to a highly targeted audience including media, investors, practitioners, consumers and other stakeholder groups. 3BL Media is the publisher and producer of The CSR Minute™ and owns and operates Justmeans.com, Sociaearth.org and CSRwire.com. Visit 3blmedia.com

For more information, please contact:

Greg Schneider CEO

Phone: 866-508-0993 x113

For more from this organization:

3BL Media

πηγή: CSRwire

07/09/2014