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## Mynewsdesk set to transform PR in Australia

From Stockholm, Skype transformed the telecoms industry and Spotify transformed the music industry. Now Mynewsdesk, Sweden's leading web service for communicators, marketers and their stakeholders is set to change PR in Australia.

“We're on a mission to empower the world's storytellers, and the Australian market is our next stop. Partnering with digital agency ClickedOn, we hope to help businesses in Australia seeking to spread their content internationally, and to release the full power of their stories.” Julia Tan, Head of International

Partnerships, Mynewsdesk.

In the last few years, Mynewsdesk has been growing its operations in the Nordics, UK, Germany, Singapore, Japan. Today, it has become part of communicators' toolbox for over 5000 brands, in both B2B & B2C sectors. Brands like Sony, Changi Airport, BT, BLACK+DECKER are using the platform to streamline their PR efforts and to tell their stories.

Now, Mynewsdesk wants to spur Australian communicators on, to do the same, to release the full power of their stories, to inspire and to spark change.

[Click here](#) for more details.

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