

Monday, February 01, 2016



## To whom it may concern

Please accept this letter as a testimonial of our experience of working alongside UrbanHouse Media on a Public Relations campaign in 2015.

In January 2015, we, the KwaZulu-Natal Agricultural Union (Kwanalu), partnered with UrbanHouse Media, with the objective of improving the perception and image of the agricultural industry in the eyes of the “non-farming” KwaZulu-Natal community and the agricultural industry at large.

Through an increased flow of positive articles and interviews in the media, a fully integrated social media campaign as well as effective internal communication with our members, the PR campaign has, and continues to, achieve its objectives.

UrbanHouse Media continues to assist us with effective and “brand-driven” media communication strategies and we look very forward to continued success during the 2016 year.

We have been informed of and are delighted to endorse UrbanHouse Media’s entry into the 2016 PRISM Awards in the Resources category.

Kind Regards,

**Sandy La Marque**  
CEO Kwanalu

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