

## Join the fight against empty PR



We believe PR needs a shift away from empty messaging and should go back to communicating from a mission, a purpose, from the value that companies provide and why they exist in the first place.

That's why we are calling all communications professionals to join us and declare a war on the empty message.

Slightly tongue in cheek and tying into this weekend's Talk Like A Pirate Day - we've launched the campaign here:

### A Pirate's Manifesto for PR

pirate.pr.co

Our pirate hearts beat for the truth behind the message. We be going back to real communication, to PR driven by a purpose. Do PR like a pirate or die like



a coward. Sign up and join the movement for PR with a purrrrrpose.

[Visit website](#)



Read our manifesto and sign the code of conduct at the bottom!

#### SPOKESPERSON



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#### ABOUT PR.CO

Pr.co is an online platform for engaging press releases aimed at companies and PR agencies. The Amsterdam-based company launched in April, 2010 at The Next Web Conference. Pr.co has now over 10000 clients worldwide and is changing the way news is written, read and distributed.



[pr.copressroom](#)