

## AfDB renews agreement with APO

The African Press Organisation (APO) will continue distributing African Development Bank (AfDB) press releases via Africa Wire, the service for press release wire distribution and monitoring in Africa.



APO, the press release wire in Africa, have announced the renewal of a retainer agreement as exclusive supplier for press release wire distribution in Africa with Africa's financial institution, the African Development Bank Group.

Since the initial contract with the African Development Bank, APO has contributed to offering the financial institution visibility in the African media landscape through its distribution tool.

African Development Bank's press releases will carry on being distributed via Africa Wire, the service for press release wire distribution and monitoring in Africa, reaching over approximately 25 000 media contacts, bloggers, social networks, and redistributing content to over 50 African websites.

APO executive director, Eloïne Barry comments, "We are honored that the African Development Bank has decided to renew their retainer agreement with APO. This renewal with Africa's premier financial institution demonstrates APO's capabilities in reaching out to the largest audience and establishes us as the expert in our field".

For more, visit: <https://www.bizcommunity.com>