

## Press Release

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### **B2B PR and Advertising Agency welcomes new shareholder and enters new chapter**

Laverick Media Communications (LMC) welcomes Thembekile Ntuli as shareholder and enters a new chapter in its 17 year history.

Thembi joined B2B specialist PR and Advertising Agency LMC only three months after it was established in 1998. “Right from the start I recognised Thembi as a business partner rather than an employee,” says owner Sonia Laverick. “Thembi’s willingness to learn, her dedication and passion for the business left me in no doubt that Thembi will add value to LMC.”

Thembi’s responsibilities as office assistant included answering phones, preparing press releases for posting to the media and sourcing clients’ press clippings. “While my job is so much easier today thanks to technology, I always enjoyed my work at LMC and I still do,” says Thembi. “I will never forget how I used to photocopy, collate, staple and place 30 press releases into envelopes. I even had to type the captions on to labels and stick them on the back of photo prints,” laughs Thembi. Proving her acumen, Thembi soon took on new responsibilities including bookkeeping and was promoted to administration manager in early 2000.

When Thembi joined LMC, it was a small three women agency with a handful of clients. Today the agency comprises of two divisions, LMC PR and LMC Creative, supported by a professional and energetic team who looks after the marketing requirements of valued blue chip clients. “Our success is in no small part thanks to Thembi,” affirms Sonia.

Thembi is very excited about her new position and says that it is quite an adaption to move from employee to employer. “It is so rewarding to see the results of my commitment and dedication to LMC over the last 17 years and I look forward to my new responsibilities.”

“Our partnership further strengthens our formidable team and ensures that we continue to deliver professional, affordable, turnkey marketing solutions,” conclude Sonia and Thembi.

LMC is a level 4 black female-owned Exempt Micro Enterprise.

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