

# Public Relations Canada

# The New Standard in Canadian Business Visibility

Connecting trusted professionals with Canadians through intelligent classifieds, media publishing, and event promotion.



# More Than a Directory. A Business Media Network.

Public Relations Canada is a national ecosystem designed to solve visibility. We connect Canadians with trusted service providers through a trinity of services.

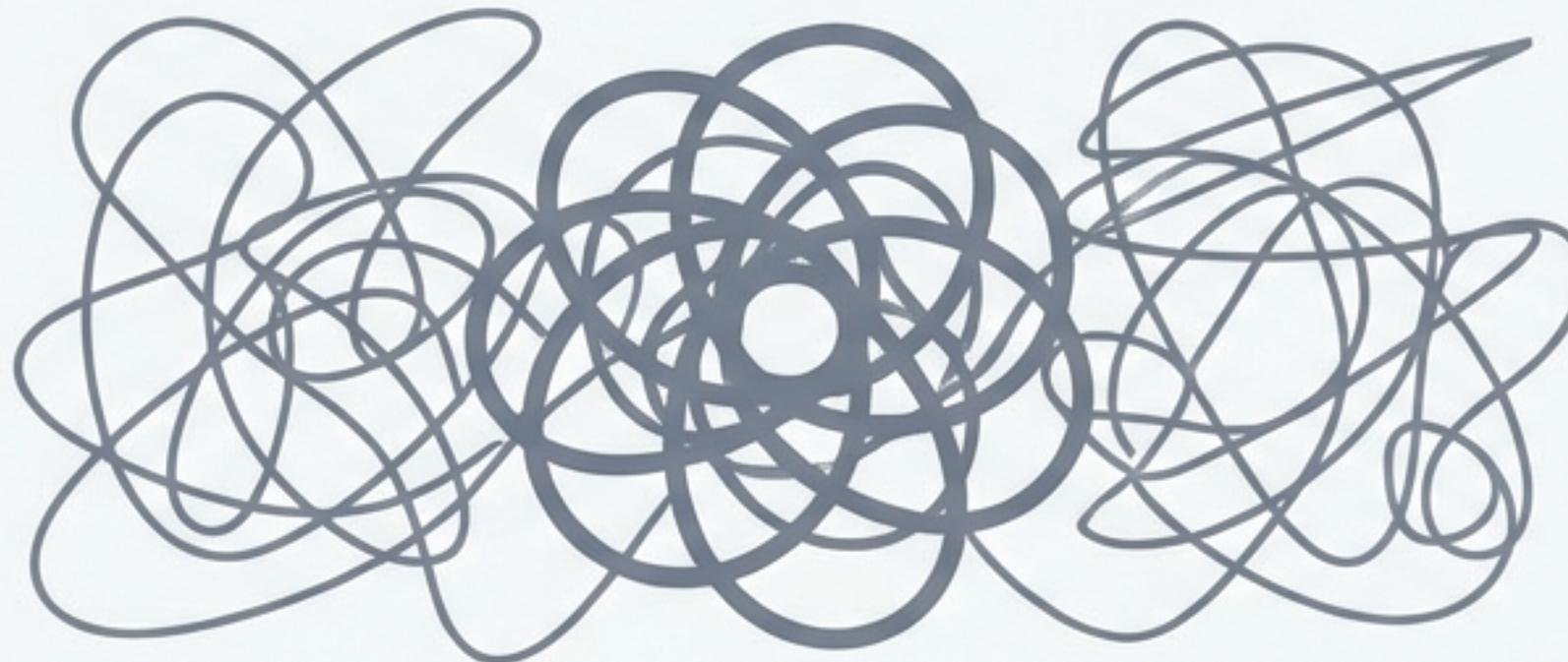
- **Canadian-owned  
and operated.**
- **Serving businesses  
since 2011.**

## The PRC Ecosystem



# The ‘Search & Hope’ Model is Broken.

## The Old Way



- Customers waste time searching.
- Cold calling and uncertainty.
- Businesses fight for visibility.

## The PRC Way



- Hacking Classifieds with news.
- Active connections.
- Verified matches.

***“PR Canada has successfully reinvented the Classified Ads section. No searching. No cold calls. No wasted time.”***

# We Don't Just List. We Match.

The Classified™ Match Service.



## 1. The Request

Customer submits a free information request.



## 2. The Match

PRC vets the request and identifies local pros.



## 3. The Connection

Verified Providers contact the customer directly.

Our Providers contact you, saving time and effort.

# Turn Your Business Into News.

# The PRC Publisher & Media Network

We move beyond temporary ads to permanent assets. Businesses can "Publish Their Story" as a professionally published article.

- Build credibility and trust.
- Boost SEO rankings.
- Feed AI search results with verified content.
- Drive organic traffic nationwide.

# Public Relations Canada

Issue tracker issue 11 | Tropico Headline

# Local Business Transformation.

Tropico Headline  
December 24, 2020

With the shift to digital, many are turning to technology to connect with their customers and employees. This shift has transformed the way businesses operate, as well as the way they interact with their clients. In this article, we'll explore how technology is changing the way businesses operate and how it's helping them to stay competitive in today's market.

These days, businesses are more focused on efficiency and cost reduction. This means that they are looking for ways to automate processes, reduce costs, and increase productivity. One way to do this is by using technology to streamline their operations. For example, many businesses are using software to manage their supply chain, which can help them to reduce costs and increase efficiency.

Photo: regular office on floor in computer programming, and the modern business environment, business people have a meeting and discuss.

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## What is local business transformation?

Local business transformation is the process of adapting a business to its local market, culture, and customer needs.

Businesses that do this well, demonstrate a deep understanding of their local market and customer needs, and are able to tailor their products and services to meet those needs.

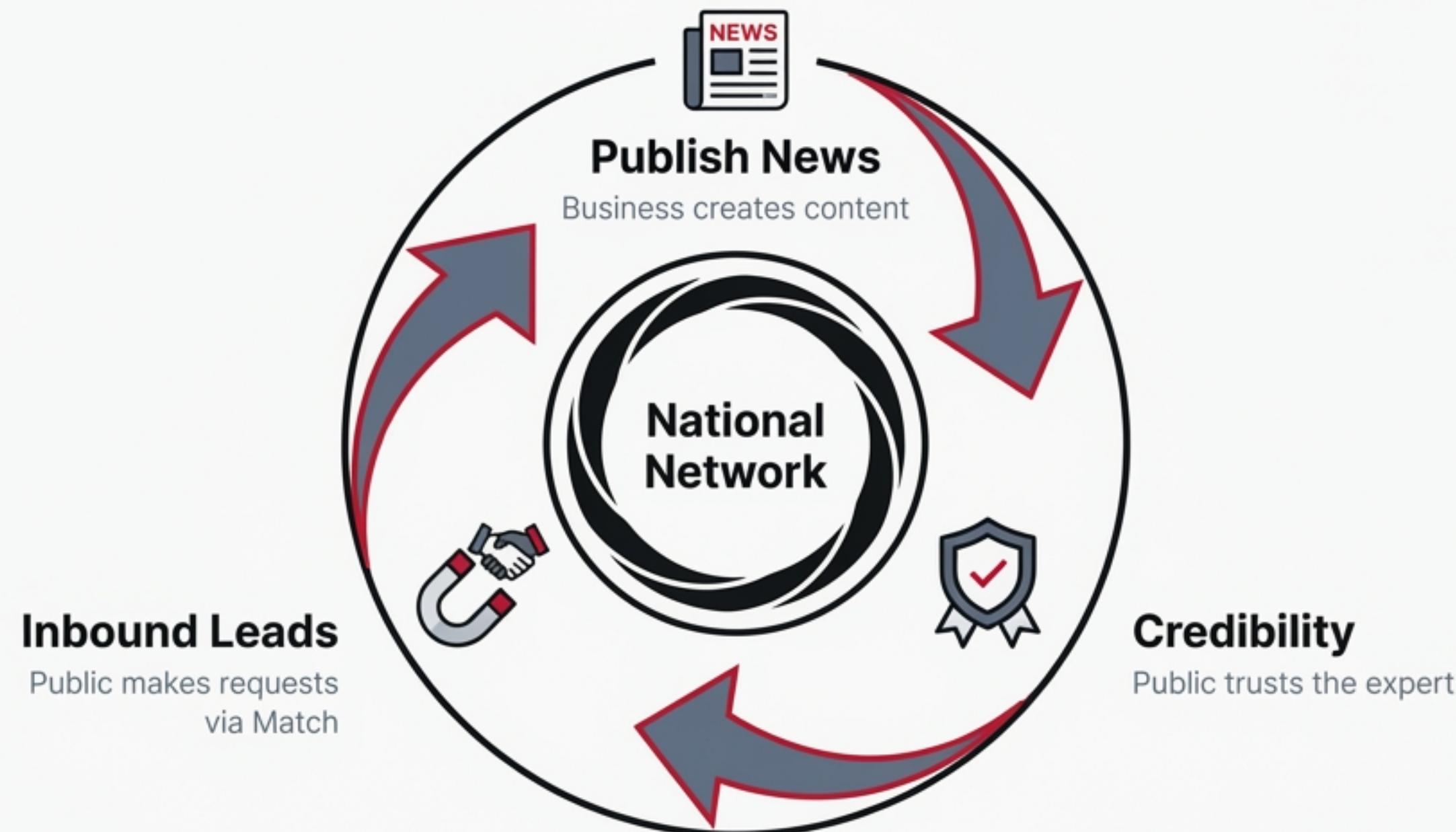
## Technology

Technology is playing a major role in local business transformation. By using technology, businesses can streamline their operations, reduce costs, and increase efficiency. For example, many businesses are using software to manage their supply chain, which can help them to reduce costs and increase efficiency.

## Positive Business Outlook

Technology is not the only driving force behind local business transformation. Other factors include a focus on customer service, a commitment to innovation, and a willingness to adapt to change. By embracing these factors, businesses can stay competitive in today's market and continue to grow and succeed.

# The Visibility Engine.



We publish professional business features that increase visibility, trust, and inbound leads across our national network.

# From Local Event to National Headline.

## The PRC Event Hub.

Turn your event into headlines and reach audiences across Canada. Promote Business or Event.



Tiempos Headline

# Verified. Trusted. Canadian.



**Question: Can any business respond to a request?**

**Answer: No. Only verified professionals in the PRC Network.**

This strict vetting process protects the public and ensures that businesses in the network are competing only against other legitimate professionals.

# Diverse Expertise. One Network.



**Auto Approved /  
Auto Trade**



**Real Estate &  
Insurance**



**Crisis Control  
& Legal**



**Travel &  
Fitness**



**Tattoo &  
Photography**

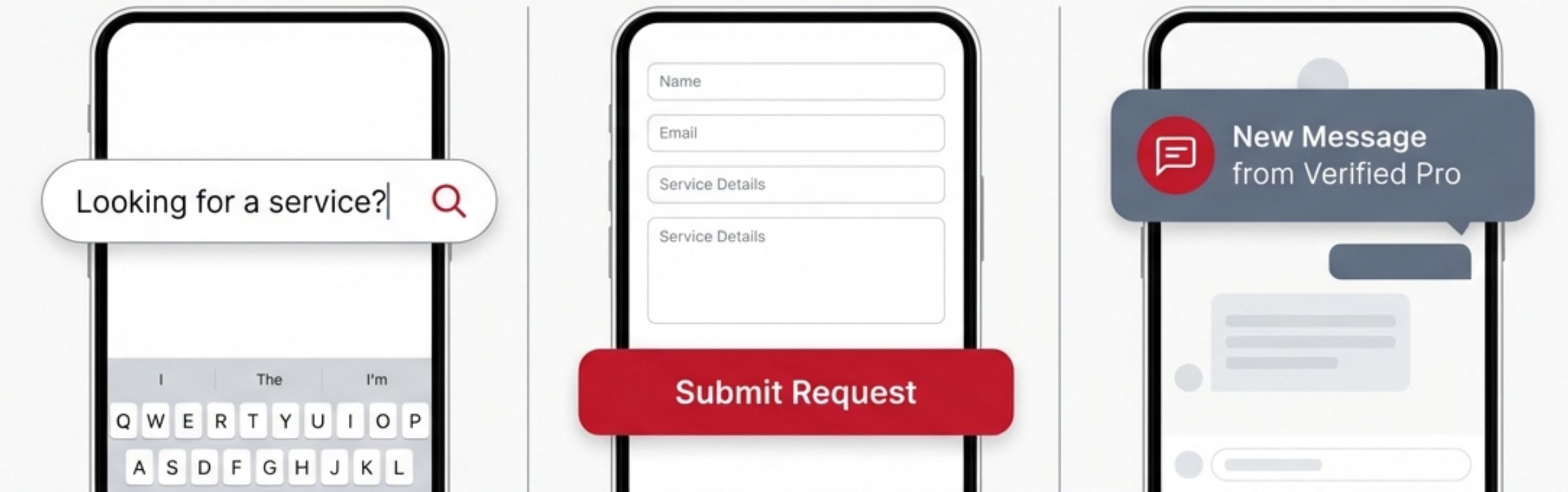


**DJ, Models  
& Awards**

**Tailored visibility for specialized industries.**

# The Frictionless Experience for Canadians.

## Find a Professional — Free.



Start Free Match

# How You Win Online.

01

## MATCH

Connect with verified professionals who contact you directly. (Direct Leads).

02

## PUBLISH

Turn your business into searchable news. (Long-term SEO).

03

## MEDIA

Generate exposure through PRC's network. (Brand Awareness).

Free for the public. Paid by businesses who want visibility.

# Brands & Partners.

Brands we have worked with across PRC News, Classifieds, and Events.

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Leading Auto Traders



National Real Estate



Travel Partners



Fitness Pros



Media Studios



Insurance Firms



# Declassified: How It Works.

## Is this free for customers?

Yes. Posting a request is free.

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## Who owns PRC?

Canadian-owned and operated.

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## How do businesses gain visibility?

Through participation in PRC publishing, events, or the Classifieds™ program.



# Corporate Profile.



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**Registration:** Alberta Inc. 1906865 | RT 001-803297522.

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# Ready to be Seen?

Connecting Canadians with Trusted Service Providers.

**For the  
Public**

**Find a Professional**

**For Business  
Owners**

**Promote Business  
or Event**

**For  
Storytellers**

**Read or Publish News**

