



Ice Skating Australia Appoints Marketing Manager and PR Agency in time for Winter Olympics

14 December 2009- Ice Skating Australia (ISA) announced today the appointment of Michelle Flekser as Marketing Manager and Public Relations agency, Mark Communications, to invigorate the profile of ice sports throughout Australia ahead of the Winter Olympics in February 2010.

The team will also spearhead a major sponsorship push for ISA and assist all participating ice rink operators with PR for Aussie Skate, the National Learn to Ice Skate program.

Michelle's previous roles include Marketing Manager for Westfield Burwood where she created advertising and event strategies, implemented in-centre and external campaigns in the areas of seasonal fashion, Christmas, food, families and children. Previously, at luxury bed-linen company, Sheridan Australia, she led photo shoots for National advertising campaigns, catalogues, public relations activities and in-store posters.

Leading consumer PR agency, Mark Communications was chosen by ISA for its 26 years of collective experience in the industry and renowned innovation, creativity and commitment to harnessing new and emerging marketing disciplines.

Mark's clients include Surf Life Saving Australia, the Australian Women's Weekly, SKY NEWS, Jenny Craig, Nestle, Lorna Jane active wear and Twentieth Century Fox Home Entertainment, among others.

Ice Skating Australia President, Cathy Taylor is exceptionally excited about these new appointments and the next phase of development for ISA.

"Michelle's experience will be instrumental in driving national sponsorship and promoting awareness of our fantastic ice based sports. With the Winter Olympics now almost upon us, the next few months will be quite exciting and our Aussie Skate program is expected to blossom with many new registrations," Cathy Taylor said.

CEO of Mark Communications, Ro Markson added, "We are looking forward to working with ISA to promote ice skating programs and build a buzz that will see people seeking out their local ice skating rink. With a new legion of followers expecting to discover the joys of ice skating, the messages of health fitness and self confidence will be central to our strategy."

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