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### Media Contact:

Sarah H. Centorino, Gambel Communications  
504.324.4242 (o) | 504.232.9926 (c)  
[Sarah.hugg@gambelpr.com](mailto:Sarah.hugg@gambelpr.com)

## Gambel Communications creates The New Orleans 100, an eNewsletter & content marketing platform

*The New Orleans 100 features 100-word articles and 100-second videos on local topics of intrigue*

**New Orleans, LA (January 9, 2017)** – Today, [Gambel Communications](#) announces [The New Orleans 100](#), an eNewsletter that features 100-word stories and 100-second videos on topics of intrigue and interest. The first issue will be distributed Tuesday, January 10.

“The New Orleans 100 provides a platform to tell the stories of the people, places and events that shape our city while positioning business and cultural leaders as thought leaders,” said Betsie Gambel, president of Gambel Communications and publisher of The New Orleans 100.

Each eNewsletter, which will be distributed every other week, will feature fifteen 100-word stories covering business, arts, events, history and health and wellness, among other topics relevant to the Crescent City. The New Orleans 100 also will be featured on its website and social media platforms.

The New Orleans 100 is the tenth eNewsletter created in partnership with [The 100 Companies](#), a national publishing network created by journalists and PR professionals to meet the needs of businesses and readers in today’s fast-paced digital world.

[WWL-TV](#) is the premiere sponsor of The New Orleans 100, and is the first media sponsor associated with a 100 Companies affiliate. Other sponsors include [The Historic New Orleans Collection](#), [Gulf Coast Bank and Trust](#), [The New Orleans Chamber](#), [Ochsner](#) and the [2018 NOLA Foundation](#).

“We are excited about this project that Gambel Communications brought to us because it’s another way for us to share stories that inform, entertain and enrich our community,” said Tod Smith, president and general manager of WWL-TV.

For more information about the new platform or to sign up to receive it, visit [www.theneworleans100.com](http://www.theneworleans100.com) and connect on [Facebook](#) (@TheNewOrleans100), [Instagram](#) (@TheNewOrleans100) and [Twitter](#) (@TheNOLA\_100).

**Gambel Communications** *Gambel Communications is a full-service public relations agency specializing in communication strategy; media, community and government relations; issue management; special events, social media and marketing/branding. With offices in New Orleans and Mandeville, Gambel Communications forges relationships with clients, complementary industries, nonprofits and businesses through traditional media, social media and networking/grassroots initiatives. Our passion is putting people and ideas together to forge great connections.*

**The New Orleans 100** *The New Orleans 100 is an eNewsletter that delivers information about the people, places and things that shape our city right to your inbox, every other week. The New Orleans 100 features 100-word stories and 100-second videos on topics of intrigue, ranging from business and tourism to arts and history. Learn more about The New Orleans 100 and subscribe at [www.theneworleans100.com](http://www.theneworleans100.com).*

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