

Thompson & Co. Public Relations Launches The Alaska 100  
*The 100 Companies welcomes digital publication as its 14th member*

**ATLANTA – Sept. 11, 2017** – Last week, Thompson & Co. Public Relations, in partnership with The 100 Companies, officially launched The Alaska 100, an eNewsletter, website and social media platform. Published every other week, The Alaska 100 offers 100-word stories and 100-word videos on topics of local interest ranging from Alaska business, history, public affairs and education to tourism, the arts and entertainment.

"As in many other markets around the country, the media landscape in Alaska is changing rapidly. Alaskans want access to news that is digital, easy to consume and community-oriented, and The Alaska 100 brings that to their inboxes every other week," said Jennifer Thompson, president/CEO of Thompson & Co. Public Relations, publisher of The Alaska 100.

The inaugural edition of The Alaska 100 arrived in the inboxes of more than 17,000 Alaskans the first week of September. The Alaska 100 marks the 14th member of The 100 Companies. Other member markets of the international PR publishing network include Arkansas, Atlanta, Boston, Colorado, Dubai, Houston, Memphis, New Orleans, North Carolina, Oklahoma, Tallahassee, Tampa Bay and Washington D.C.

In addition to the bi-weekly eNewsletter, The 100 Companies has also launched a new website, [www.thealaska100.com](http://www.thealaska100.com), as well as social media platforms for The Alaska 100 on Facebook, Twitter and Instagram.

### **About The 100 Companies**

The 100 Companies is the world's first PR publishing network that provides PR firms an opportunity to not only deliver stories about the markets it serves, but also to share content in other markets throughout the network. The platform features 100-word stories and 100-second

videos in eNewsletters, websites and social media platforms. The international network currently includes 14 markets with plans to have partners in all 50 markets by the end of 2018. The 100 Companies was named as a finalist in Georgia's MAX Awards (Marketing Award for Excellence) in 2017. The Atlanta-based firm traces its roots to the October 2013 launch of The Atlanta 100, a weekly eNewsletter and website with social media platforms created by the public relations firm SPR Atlanta. The Atlanta 100 was named as a finalist in the Atlanta Press Club's 2013 Awards of Excellence, as judged by the National Press Club, alongside CNN and The Weather Channel. Based on the success in the Atlanta market, The 100 Companies was spun off as a separate company and expanded in January 2016 to additional markets from Denali (or should we say Alaska) to Dubai. Learn more at [www.the100companies.com](http://www.the100companies.com).