



## Partner Update - *Special Update*

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In this issue:

[Save as PDF](#)

↓ [Te Parau Api Launches Tomorrow](#)

### Te Parau Api Launches Tomorrow

Ia ora na!

We're please to announce the debut of Te Parau Api (roughly translates into "The Latest News"), a monthly e-newsletter distributed to our growing database of over 2,600 writers and media contacts. The newsletter will include short articles on the people, traditions, and culture of Tahiti that are designed to provide writers with story ideas and leads. Written and published by our staff, Te Parau Api will create original content optimized for the use of our media contacts. One of our latest public relations initiatives, Te Parau Api should increase the number of media placements we receive, increase the visibility of Tahiti in the public eye, and foster closer relationships between our PR team and the media.

Thank you for your continued support of our efforts.

Mauru'uru,  
Tahiti Tourisme North America

[Back to top](#)