

FOR IMMEDIATE RELEASE
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PriMedia Launches thebuzz.energy Industry-Wide Planning Calendar

(Garden City, January 2019) PriMedia is proud to announce the launch of thebuzz.energy, a free, interactive, cloud-based calendar that lists virtually all energy industry events to make organizing easier, reduce scheduling conflicts, and increase event attendance.

Association leaders representing the Oilheat, propane, biofuel and HVAC industries are invited to submit events to add to thebuzz.energy, and use the calendar when planning trade shows, meetings, golf outings and other fundraisers, and more. The calendar is open to the public, displaying all industry events at a glance. Visitors can easily filter thebuzz.energy to show only events for a specific organization.

Business owners, sales managers and administrators are expected to flock to thebuzz.energy to stay updated on local and regional activities, and can subscribe to receive text or email alerts. In the very near future, thebuzz.energy will be launching mobile apps for Android and Apple devices; timely, operations-oriented blogs, videos and podcasts; job listings and classified advertising. The platform is completely free for trade associations and users, and will offer advertising opportunities for businesses looking to reach this engaged audience.

“Over the years we’ve heard from so many clients who had to make tough decisions about attending one event or another. They lamented not having a coordinated location where they could see everything that’s going on.” said PriMedia President Rich Rutigliano. “We saw the need and worked to develop a robust platform that will benefit everyone. We’re very excited by all the cooperation and positive feedback we’ve received so far.”

Since 1993, PriMedia has provided full-service marketing and communications solutions to the home comfort industry. PriMedia's comprehensive line of services, including web development, custom business solutions, internet presence and marketing strategies, direct mail and multi-channel advertising, is designed to strengthen each client's brand identity while addressing the challenges of an ever-changing marketplace. Contact PriMedia at 1-800-796-3342 or info@thebuzz.energy

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