



## Your monthly dose of First Degree PR news has landed!



**\*GUEST BLOG ALERT\*** In the spirit of the New Year, we've rustled up a guest blog from neuroinvesting expert, Wai-Yee Chen, who has provided her insight into why people think the way they do about their finances. Her post '[don't make new resolutions, tell new neural stories](#)' will have you re-programming your brain to kick those spending (and reboot the saving) habits in no time. Sounds easy, right?



### [One small step for tennis, one giant leap for marketing](#)

While most were there for the on-court blood, sweat and tears at the Aus Open, we were drawn to the slick marketing efforts by sponsors. What can we say, we love our jobs! Some Australian companies are boldly going where no others have gone before - into Asian market territory. A few are gliding through gravity, but others face colossal meteor impacts. Ka-pow!



### [Till death do us part](#)

The morbid topic nobody wants to talk about but everybody has to deal with: death. Have you ever stopped to wonder what happens to all of your online data when you die? It's a touchy subject, but one that has to be touched before your most sensitive information falls into the wrong hands. Think Hannibal Lecter on digital steroids. Eek!



#### [Are you fo' real Sheryl Sandberg?](#)

Don't get us wrong, we love ourselves an opp to give credit to a woman on top of the world, but after reading Sheryl Sandberg's 'Lean In', our SuperPRum has a bone to pick with the numero uno 'women can have it all' advocate. Yes you *can* have it all Sheryl...but we're just sayin' somethin's gotta give girlfriend.



#### [Tennis ambitions](#)

Ahh smell the sweaty bodies in the grandstand, hear the sound of desperation as players battle it out for the bigger than Ben Hur prize. Yes, you guessed it, our Melbourne-ite Casey has been doing all things Australian Open, and boy did she learn a thing or two - about Rafa's underwear choices and her plans for a successful 2014...oh and she watched some tennis too!



#### [Activewear faux pas: the good, the bad and the confusing](#)

Ever wondered why people dress the way they do when they exercise? Why you love that one holey singlet when you have a cupboard full of hole-free options at your disposal? In the spirit of the age-old 'be a nice human' resolution, we're trying to withhold judgement about strange activewear choices (we're looking at you runners-with-pencil-skirt).



### [The perks of public transport](#)

Do you spend your days grumbling and groaning about Sydney public transport - cursing traffic, delays or weather conditions affecting the ferry? Well our New Zealand born and bred PR dude is taking a new approach to dissing Sydney public transport. It's called 'not dissing Sydney public transport'. Say what now? We guess he's just a glass half full kinda guy.

### ***And in other news...***



Nice one Mandy Viol for winning the lucky door prize at our rocking Rockstar Christmas Party. Mandy gave her surfing lesson prize with pro-surfer and all-round sweetheart, Flick Palmateer, to her daughter Emma. We think she's a natural, and look at her rocking the surf-girl part too. You go girl!

Monthly dose not enough? Check out our [Facebook](#), [Twitter](#) and [LinkedIn](#) pages.

The fine print: We disclaim nothing. In fact, we're quite proud of our newsletter!

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