



Your monthly dose of First Degree PR news has landed!



[3D printing...say what?](#)

What's that you say? Come again now? I can print a newear with a 3D printer? Ok so the technology might not exactly be readily available for the everyday Aussie juuust yet, but it won't be long before it will be a case of 'if you want anything, you can print it'. And I mean anything. I'm sorry - did we go to sleep last night and wake up in an episode of the Jetsons? Or has someone invented a time machine already now too?



[Bags are a girls best friend](#)

Ahem, scootch over diamonds, there's a new accessory taking over the girls' 'best friend' reigns, and it comes in the form of soft leather and animal-print. That's right ladies, the almighty bag has taken the lead as the top item to be spilling out of wardrobes across the globe. Handbags, clutches, wallets, totes, beach bags...you name it - we've got it. And we think we've stumbled onto something special with this one.



[Banks, aka tweet-heads](#)

We love nerds at this office. We love to call ourselves nerds, we love to eat the lolly-version of nerds, we find nerd jokes waaay too funny, and we think social media is really just the ultimate forum for a big bunch of tweet-nerds like us. But who would have thought banks could be some of the biggest tweet-heads out there? From apps to virtual money, we're looking into the financial services gurus who are doing it best.



[Protecting our kids from the evils of media](#)

There once was a time when women had to wear dresses, and men had to wear pants - when phones were found in houses (and not handbags), and people said things like 'golly gosh' and 'oh my'. When was this time, and how can we teleport our kids back to the land of no evil? Our SuperPRum discovers that she can't always keep her kids wrapped in cotton wool - especially when it comes to shielding them from the media.



[Don't grow up it's a trap](#)

As much as we try to slow the process, we can't fight the inevitable (mothers block your ears for this one) - our kids *are* going to have to grow up one day. Shocking we know. But with iPads replacing notebooks and not a cane in sight, what exactly will the future hold for our children, especially when it comes time for them to enter the scary world of working?

And in other news...

We support [Kiva](#).



This month we're supporting Stellan Matisha's Group in Vihiga. Kenya. There is no piped water supply in Lyamidi village so the community collects their water from a protected spring. Stellan, who is a subsistence farmer, has volunteered her time to be the promoter for a new chlorine dispenser program enabling her community to drink safe water and stay healthy. Stellan Matisha's Group's loan will help a member to provide communities with free access to chlorine dispensers to treat their drinking water.

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

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