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## Creative Coverage for artists

Public relations is often a field that artists are simply not interested in, shying away from it altogether. They don't have time, preferring to concentrate on being creative. Their lack of interest however can be detrimental to their success with many not realising that they do in fact need help.

It was this desire to provide assistance that saw Tim and Caroline Saunders establish Creative Coverage in 2013. Now in its fourth year of trading with many loyal customers, they have grown the business, often in response to customer needs. From writing press releases through to approaching galleries and organising exhibitions, Creative Coverage designs and hosts websites, publishes books as well as printing calendars and cards.

'Our goal is to remain a small niche business that delivers a high quality personal and tailored service at a cost effective price,' explains Caroline, who with Tim runs Creative Coverage.

'We have now built three websites, the latest being for Sarah Pye and our second book, *Choosing the Light* by Mike Hall is priced £9.50 + P&P directly from us or Amazon. Our first calendar for L. Paul Matthews was a huge challenge but we are all very happy with the final result.'

■ [www.creativecoverage.co.uk](http://www.creativecoverage.co.uk)

