

Straw Hat Pizza Serves up a New Twist to Traditional PR Campaigns With a Cutting-edge Approach to Social Media

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New Chief Blogger to Strengthen Straw Hat's Online Reputation

Good news, Internet savvy pizza lovers. Straw Hat is serving up a fresh heaping of PR with Internet goodness. And what's the new item on the menu? Why it's this: Straw Hat Cooperative Corporation has named Mary Beth Sammons as the company's first Chief Blogger.

A mom of three teens who were weaned on pizza, Sammons will provide oversight and creative guidance for Straw Hat's blog, becoming the eyes and ears for everything exciting and inspiring happening inside the Straw Hat community and in the world of pizza.

The blog is being launched in an effort to boost the company's social media presence and to keep pizzeria owners and customers in the know to what is going on. As the chief blog writer, Sammons will listen to customer feedback and share ideas and tips related to Straw Hat's new locations, customers, new recipe items and news about its employees and customers. The blog is designed to show how Straw Hat is making a difference on the landscape of the pizza industry and in the lives of the people in the communities where the cooperative is rapidly expanding.

'We're committed to growing Straw Hat and doing what it takes to get the buzz going about our dynamite cooperative,' said Jonathan Fornaci, president of The Straw Hat Pizza Cooperative. 'We want to bring the stories that matter to our communities and the news media with an authentic voice and look at the important goings on.'

"I am really excited to take this job on because blogging is something I'm committed to,' said Mary Beth. 'This gives us a chance to get our message out and to hear what people have to say to us in return. I also know that families and communities need trusted gathering places like Straw Hat. It's an honor to be able to surface the stories that make it so special and unique.'

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