

# APO Group and Getty Images agreement offers global platform for African press releases and images

APO Group has signed an agreement with Getty Images that will make images and press releases about Africa instantly available to tens of thousands of media organizations all over the world.



As a result of the collaboration that started in 2019, Getty Images' subscribers will have access to APO Group clients' press announcements and editorial images.

This will come at no extra cost to the standard price of APO Group's Pan-African press release distribution service. APO Group's multinational customers are active all across Africa and this new arrangement will help shine a light on some of the positive stories being told on the continent every day.

Sport also has a major role to play in the changing of global perceptions about Africa. Getty Images is the official photographic partner to over 85 of the world's leading sports governing bodies, leagues, and clubs including Fifa and the International Olympic Committee (IOC).

APO Group is the exclusive Pan-African communications consultancy for the NBA and the Basketball Africa League. They are also the main official sponsor of World Rugby's African association, Rugby Africa and an official sponsor of Team Qhubeka Assos and the annual Lux Afrique Polo Day. Through these partnerships, APO Group will be able to showcase the best of African sport to new audiences all over the world.

Getty Images has over 425m assets, encompassing the latest global news, sports, celebrity, music and fashion coverage, as well as exclusive conceptual creative images.

One of the APO Group's main goals is to find a new way of challenging international perceptions and changing the narrative about Africa. Ultimately, it is about driving trade and investment, and helping to stimulate African economies as well.



#### APO Group appoints Lynne Krawchuk as vice president of digital, public relations (PR) and media relations

APO Group 3 Jun 2021



APO Group founder and chairman, Nicolas Pompigne-Mognard, said, "This is a truly groundbreaking moment. For our clients, it means an incredible opportunity to reach further with their content than ever before. For Africa, it means the chance to break the cycle of negative news and show the world the bigger picture. I am so thankful to Getty Images for opening their network to Africa. They are using their unparalleled reach and reputation to elevate our continent on the world stage."

Senior director sports at Getty Images, Eugene Cariaga, said, "We are pleased to continue our partnership with APO and offer African businesses and organisations access to the world's newsrooms via our unrivalled distribution platform."

For more information on this collaboration, go [here](#).

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