

PR Newswire and Business Wire to lose most of their media reach in Africa

The South African Press Association ([Sapa](#)), the only strategic partner of PR Newswire and Business Wire for press release distribution in sub-saharan Africa, recently announced that it will cease all operations.

Thanks to their partnership with Sapa, PR Newswire and Business Wire were able to redistribute their clients' press releases to around 70 media houses, mainly based in South Africa.

"We are sad to see one of our peers go. Some Sapa clients have already resorted to APO to ensure the continuous distribution of their press releases in Africa. APO has allocated resources to answer their every need, including panafrikan distribution reaching over 150,000 media professionals and 250 million Africa mobile subscribers," said Nicolas Pompigne-Mognard, [APO](#) Founder and CEO.

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