

BristolWorld goes live and launches Level Up Bristol campaign

Tuesday, 19 October 2021

Last week JPIMedia launched BristolWorld, kicking off with the Level Up Bristol campaign tackling the issues that matter for the local community including the city air quality, the transport system and inequality.

The online newspaper will also focus on a range of news reporting and lifestyle, celebrating the best that Bristol has to offer from the culturally-diverse and locally-sourced city's food scene to the Bristol Film Festival and the Square Food Foundation.

The launch marks a home-coming for editor Alex Ross who had previously worked as a content editor for a publication in the city.

Alex said: "I'm delighted to return to covering the city I love and call my home. "I'm leading a city-based team which aims to become the first-point-of-call for people to get their latest local news.

"As well as championing all we have to offer, we also won't be afraid to take on issues which we think need highlighting.

"That's why we've launched with a campaign to tackle inequality, which has already had support from city MPs."

Mark Thompson, JPIMedia's Online Editor, said: "I am delighted to see BristolWorld.com launch, following up our successful launches in Manchester, Liverpool, Newcastle, Glasgow, Birmingham and London.

"They join our new national title – NationalWorld.com – in ensuring we reach even more parts of the UK, providing a new voice for national, regional and local readers with content that is highly relevant to their lives.

"It is an exciting time for JPIMedia. We have been encouraged by the reaction to our new launches and every day we are already learning more and more about what readers in each city want from our new, vibrant titles."

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