**News release**

[date]

**Truelove Contract is a Match Made in Heaven**

**Long-established Lincolnshire house building firm** [**Truelove Property and Construction**](http://www.trueloveproperty.co.uk/) **has appointed** [**Shooting Star**](http://www.weareshootingstar.co.uk) **to raise its profile as it nears its 50th anniversary.**

Truelove Property has built around 2,200 high-quality homes and apartments in Lincolnshire and Nottinghamshire since it was founded in 1968. It also farms around 5,000 acres of arable land across the two counties.

The company is currently building new homes in Barrow-upon-Humber, Barton-on-Humber, Sudbrooke, South Kelsey, Nettleham and Kirton Lindsey in Lincolnshire and in Colwick in Nottinghamshire.

Shooting Star, a PR and marketing agency based in Lincoln and Bristol, will support Truelove’s sales team with a programme of PR and social media activity aimed at raising the firm’s profile and increasing sales.

Sophie Barrett, Sales Manager at Truelove Property, said: “Since joining the company in June I’ve identified the true scope of Truelove Property and the potential it has to go to the next level. It seemed only natural to enlist the help of the professionals to do this.

“Shooting Star has its roots in Lincolnshire and where possible we try to source locally – as a family-run company we know how important it is to support each other.

“Knowing that Shooting Star is a well established company, and seeing the expertise of the team up close, made the decision easy for us. We are excited to start this journey and can’t wait for what is to come!”

Shooting Star Director Jez Ashberry is handling the Truelove account. He said: “We have a great deal of experience in the property and construction sector, so working with Truelove Property is a great fit for us.

“We have already struck up a really good relationship with Sophie and we’ll be working hard to raise the firm’s profile as we approach the 50th anniversary celebrations.”

Other clients currently on Shooting Star’s books include British F1 Sidecar Champions [Ricky Stevens and Ryan Charlwood](http://www.teamrickyandryan.com), Yorkshire-based glass manufacturer [Beatson Clark](http://www.beatsonclark.co.uk), fresh chilled food producer [Freshtime](http://www.freshtime.co.uk), [Bishop Grosseteste University](http://www.bishopg.ac.uk) and animal rescue charity [Secret World Wildlife Rescue](https://www.secretworld.org/) in Somerset.

To find out how Shooting Star can raise the profile of your organisation call 01522 528540 or email [jez@weareshootingstar.co.uk](mailto:jez@weareshootingstar.co.uk).

**Notes to editors:**

* Shooting Star was founded in 2006 by Kate Strawson and Jez Ashberry and became incorporated as a company limited by guarantee in 2007.
* Based in Lincoln and Bristol, Shooting Star works for local and national public and private sector clients across a wide range of industries including education, leisure and tourism, property, retail, finance, manufacturing and construction.
* The company offers a full range of PR, marketing and editorial services including news releases, social media management, media relations, marketing campaigns, copywriting and crisis management.

**For media information contact:**

**Jez Ashberry**

**Shooting Star PR**

**01522 528540**

**07780 735071**

[**jez@shootingstar-pr.co.uk**](mailto:jez@shootingstar-pr.co.uk)

**@jezashberry**

**[star138truelove]**