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Live Wire Awarded for Creative Campaigns

Live Wire earns three national MarCom Creative awards for 2006 PR campaign initiatives

ALEXANDRIA, Va. (January 1, 2007) – Communications industry leaders are annually celebrated for their hard work and innovation for the past year with the distribution of the majestic MarCom Awards. The awards represent outstanding achievement in the industry and are renowned for being a symbol of artistic strength and creative excellence. In 2006, Live Wire received three awards for public relations campaigns, including two top honor platinum awards.

“These awards honor Live Wire as a leader and innovator in the public relations industry”, said Chryssa Zizos, President of Live Wire Media Relations. “Furthermore, they demonstrate our practice of delivering superior client service.”

Gold level distinction was awarded for Live Wire’s “Small Spaces, Big Style” campaign implemented on behalf of Walnut Street Development. By increasing brand awareness and market share for the client as a thoughtful and innovative developer, the campaign garnered 38 media placements, 9 high level speaking engagements and approximately 23.9 million media impressions.

Honored with the top-level Platinum award, “Trending Forward” campaign for Excitations, an experiential gift-giving company, was a targeted holiday media outreach effort that established Excitations as the premier experiential gift-giving company in the Washington, D.C. metro area. The campaign resulted in 8 broadcast placements as well as 38 print media placements for a total of nearly 30 million media impressions.

The “Circle of Giving” project was also recognized with a Platinum award for Live Wire’s work with the Heifer Foundation. This effort resulted in a book of various Foundation donors’ stories as told by Foundation president, Janet Ginn. The book was written, edited and published within six months and has since been distributed more than 2,500 times resulting in increased donations of more than 33%.

About Live Wire Media Relations, LLC

Founded in 1998, Live Wire Media Relations, LLC provides innovative, strategic public relations consultation to establish communications objectives, identify media targets, and develop media opportunities and-most importantly-deliver results. Live Wire's seasoned professionals design and implement multi-faceted campaigns that maximize clients' media exposure and deliver messages that influence, persuade, and compel audiences to action. Live Wire's areas of expertise cover media and industry analyst relations, message development, media and presentation skills training, as well as issues and crisis management across a variety of practice areas, including technology, financial services, healthcare, consumer goods/services, federal government, education, and consulting. For more information visit us at www.livewiredc.com.

Editor’s Note: Chryssa Zizos is available to discuss the continued growth of Live Wire and the importance of media relations in enhancing a company’s professional profile. To arrange an interview, contact Live Wire Media Relations at (703) 519-1600.

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