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Live Wire Gains International Visibility For Princeton Project on National Security

ALEXANDRIA, Va. (October 1, 2006) – Live Wire Media Relations, LLC, announced its success in garnering media attention for the much anticipated release of Princeton Project on National Security (PPNS), a multi-year international campaign co-directed by the Dean of the Woodrow Wilson School of Public and International Affairs at Princeton University, Dr. Anne Marie Slaughter.

The Princeton Project is the first bipartisan effort of the 21st Century – utilizing the expertise of more than 400 policy specialists, elected officials and news media – to strengthen and update the intellectual underpinnings of the U.S. national security strategy.

“With our history of strong relationships with Washington, D.C.’s top tier journalists, we were able to bring the Princeton Project to the table for meetings with all key media influences to ensure that the important message our client is sending will be heard loud and clear,” said Chryssa Zizos, president and founder of Live Wire.

Unveiled on Capitol Hill to a crowd of legislators, staffers, political appointees, academic colleagues and reporters, the Princeton Project’s report addresses the most potent threats to U.S. national security throughout the next several decades including: global terror networks; the proliferation and transfer of nuclear weapons; instability in East Asia; the Middle East; global pandemics; and energy. Over the next three years, the Princeton Project on National Security will take its campaign from continent to continent to garner support within the United States and worldwide.

On the day of the Capitol Hill launch, Live Wire facilitated interviews with both national and international media outlets including: *TIME Magazine*, *The New Republic*, *The LA Times*, *The Boston Globe*, *National Public Radio*, *Washington Post Radio*, *The Chicago Tribune*, *The Wall Street Journal*, *Voice of America Radio* and *The International Herald Tribune*. Overall, the agency succeeded in securing coverage from over thirty media outlets including a live discussion on *C-Span’s Washington Journal* as well as the attendance of a news crew from the Fox News Channel the day of the event. .

“Our talent for persuasion with members of the media will provide a megaphone effect on the topic of implementing these important recommendations to existing U.S. foreign policy,” concluded Zizos.

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.