



For Immediate Release

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**North Bridge, eNews Builder Team Up to Reach Policy Makers
New offering enables clients to communicate with Capitol Hill more efficiently**

WASHINGTON (Oct. 23)—Educating new lawmakers and Administration officials will be a top priority for public policy campaigns next year, and North Bridge Communications and eNews Builder today announced a partnership to help fill the information gap with regular, targeted, and efficient electronic correspondence.

“Next year’s staff turnover will bring one of the biggest transition periods that Washington, DC, has ever seen,” explained Phillip Hayes, a partner with North Bridge. “With so many pressing issues on Capitol Hill and mounting federal budget pressures, competition for new staff’s attention will be fierce.”

North Bridge and eNews Builder have been refining an issue-specific e-mail newsletter for years to cut through the clutter. This product is currently being used in a number of high-level government relations campaigns, and the firms expect its popularity to grow in 2009.

“We’ve been doing this for a long time, and we’ve found that reaching people in top government positions is much different than reaching consumers, which is why traditional marketing e-newsletters are less effective on the Hill,” explained Chris Timken, the founder of eNews Builder. “We began working with Phillip on our first policy newsletter in 2002—well before others were using this kind of communications tool on the Hill—and we’ve learned a lot since then.”

Hayes said that the tandem has been able to pinpoint delivery times, content, design, and list management techniques to maximize effectiveness while minimizing intrusiveness.

For more information about North Bridge Communications and its capabilities, visit www.northbridgecommunications.com. For more information about eNews Builder, visit www.enebuilder.com.