

For Immediate Release

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Succop Adds Media Muscle to North Bridge

WASHINGTON (March 9, 2009)—North Bridge Communications continues to grow its public affairs capabilities, adding Samantha Succop last week as an account supervisor.

Succop specializes in media relations and served as a consultant to North Bridge Communications for nearly six months before joining the staff full time. Prior to consulting, Succop served as the director of broadcast for Rudy Giuliani's presidential campaign and as an associate account executive for the DCI Group in Washington, DC.

“When Sam told us she was moving back to DC after spending the past year in New York, we were quick to offer her a job,” explained Phillip Hayes, a partner with the firm. “She knows our clients, knows our firm, and knows how to get results.”

At North Bridge, Succop will work with the firm's numerous agricultural clients and will oversee a new national campaign to build better relationships between farmers and reporters.

North Bridge Communications is a DC-based communications firm that specializes in international relations, energy, technology, and agribusiness. The company was co-founded by Paul Cummins and Phillip Hayes.

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