



**For Immediate Release**

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**Political Communications Pros Open New D.C. Firm  
Cummins and Hayes Launch North Bridge Communications**

**WASHINGTON (March 1)**—North Bridge Communications, a new public affairs firm in the nation’s capital, today officially opened for business.

Paul Cummins, a long-time political communications strategist formerly with the DCI Group, and Phillip Hayes, the communications director for a trade association that represents the country’s sugar industry, co-founded the firm.

“Over the years, I’ve found that clients around the world have real and unique communications problems,” Cummins said. “They need the kind of strategic and customized solutions that North Bridge Communications excels in providing and implementing.”

Among the sectors in which North Bridge Communications specializes: Agribusiness, technology, trade, and energy.

“We’ve planned and executed countless communications campaigns for leading players in those industries,” Hayes explained, “and at North Bridge Communications, accounts are managed by the principals of the firm. The sales pitch isn’t the last time we’re seen.”

Prior to opening the new company, Cummins worked on Presidential campaigns in the United States and South America, oversaw numerous communications projects for America Online in the U.S. and abroad, and held positions in some of Washington and New York’s most prestigious public affairs firms. Prior to the DCI Group, LLC, he worked for Westhill Partners, Robinson Lerer & Montgomery, and Chlopak, Leonard & Schechter.

Hayes brings legislative experience from both the U.S. House of Representatives and the Senate, where he served as a Senate subcommittee staff director and as an aide to a House appropriator. Following his stint on Capitol Hill, Hayes joined the media relations team at Hill & Knowlton and was an associate partner with The Aker Partners.

For more information about North Bridge Communications and its capabilities, visit [www.northbridgecommunications.com](http://www.northbridgecommunications.com).