



Potomac Communications Group, Inc.

Contact: Leonard Greenberger - 202-466-7391 x118, [lgreenberger@pcgpr.com](mailto:lgreenberger@pcgpr.com)  
FOR IMMEDIATE RELEASE

## **POTOMAC COMMUNICATIONS GROUP ADDS FOUR TO TEAM**

WASHINGTON – February 28, 2006 – Potomac Communications Group, Inc. has strengthened its media relations and trade associations communications team with the addition of four new hires – Ed Greenberger, Matt Simmons, Amanda Bucher and Laurie Murphy.

“We’re working for several new clients that have turned to us for help in reaching out to target audiences through the media, including the Direct Selling Association, the Construction Specifications Institute and the U.S. Department of Energy’s Science Bowl program” said Bill Perkins, PCG’s founding partner. “These four individuals add significantly to our media and trade association capabilities.”

Ed Greenberger, program manager, brings over a decade of public relations and media experience to PCG. Greenberger previously served as director of communications and school initiatives for the Washington Scholarship Fund, where he led the organization’s public relations and advertising strategies. Before his most recent service, he spent nearly ten years as a television news anchor and reporter. He is a graduate of the University of Miami.

Matt Simmons, program manager, joins PCG from the international law firm of Kaye Scholer LLP, where he was a legal assistant, leading litigation support for trial teams in both federal and state courts. Prior to that, Simmons was a legislative associate for PennEnvironment in Harrisburg, Penn. Simmons is a graduate of Princeton University and is currently pursuing a master’s degree at the George Washington University Graduate School of Political Management.

Amanda Bucher, project coordinator, previously served as an account manager for Elmira, New York based firm, Howell, Liberatore & Wickham, Inc. In that position, Bucher conducted project research, media planning and worked with the production team to create innovative marketing tools for clients. Bucher earned a master’s degree in mass communication from Texas Tech University and received a bachelor’s degree from Washington and Jefferson College.

Laurie Murphy, project coordinator, joins PCG from the American Beverage Association, where she served as a legal assistant. In that position, Murphy worked closely on communications, environmental and regulatory issues relevant to the beverage industry.

-- more --

Prior to that, she was a legislative intern for Wisconsin State Assembly Minority Leader Jim Kreuser. Murphy received a bachelor's degree in political science from the University of Wisconsin-Madison.

“Our practice is growing in energy, technology, trade association communications, financial services and science education,” Perkins said. “With these expanded staff capabilities, we are delivering the results that our clients need – and are poised for additional growth ahead.”

PCG provides public affairs, public relations and marketing services to trade associations, corporations and government agencies, with special expertise in energy and other complex technical, scientific and financial subjects. [www.pcgpr.com](http://www.pcgpr.com)

###