



## PRESS RELEASE

Brussels, 4 July 2002

### **Edelman new sponsor of EurActiv's « Guide of 'EU Actors' »**

EurActiv.com, the leading internet portal on EU affairs, has signed a new sponsorship agreement with the public affairs & PR consultancy Edelman. The Brussels office of the world-wide firm will sponsor EurActiv's "Guide of 10,000 'EU Actors'".

EurActiv's Guide provides free access to more than 10,000 'EU Actors', with their contact details and links in just a few seconds. These include contacts in EU Institutions, Trade Federations, Corporations, NGOs, Media, Countries & Regions, and Professionals & Services.

The Guide also includes a special section "Consultancies", providing quick access to the public affairs consultancy firms present in Brussels.

Edelman's Brussels Managing Director Charlotte Lester said: "Edelman is enthusiastic about sponsoring EurActiv's 'Guide of EU Actors' as it underlines our breadth of understanding of all the key stakeholders in Europe. Edelman recognises that in order to play a significant role in our client's business strategy, we must bring them an analysis which extends beyond the main institutions".

EurActiv's Publisher, Christophe Leclercq, underlined the purpose of the new sponsorship for the Guide. "This sponsoring will permit us to provide even better data on the stakeholders and players concerned with EU policies. By supporting this 'public service', Edelman is showing renewed commitment to transparency and efficiency"

The Guide is available at the following URL: [www.euractiv.com/en/guide.htm](http://www.euractiv.com/en/guide.htm).  
The Consultancies section is available via [www.euractiv.com/en/consultancies.htm](http://www.euractiv.com/en/consultancies.htm)

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The EurActiv website is available via [www.euractiv.com](http://www.euractiv.com) .

#### Note to the editor:

EurActiv.com is the leading private sector portal on EU Affairs. With more than 450,000 pageviews per month, the site is an important working instrument for the majority of EU Actors (institutions, industry federations, NGOs, think tanks, the press and others) involved in defining or influencing EU policies.

Edelman is the 6th largest public relations firm worldwide and the largest independent one. Established in 1952, Edelman has 38 offices and over 1900 professionals. The Brussels office is led by Managing Director Charlotte Lester.

General sponsors of the EurActiv portal are: the European Commission's eContent and IST programmes, Solvay, McKinsey & Company, and CEPS.

EurActiv policy sections are also open to sponsoring, either by corporations wishing to enhance their reputation as constructive EU Actors, or by consultancies conveying their specific expertise. For more, see [www.euractiv.com/en/sponsors.htm](http://www.euractiv.com/en/sponsors.htm)