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## **Burson-Marsteller and Winning Strategies, LLC Form Strategic Partnership**

**Washington- December 1, 2009** - Burson-Marsteller, a leading global public relations and communications consultancy, announced today a strategic partnership with Winning Strategies, LLC, a political and public affairs consultancy based in Washington, DC. The firms plan to partner on client engagements in several areas including multi-cultural communications, women's issues and outreach, public policy advocacy, stakeholder development, coalition building, and corporate social responsibility.

Winning Strategies is led by Robin Leeds a political strategist, organizer and advocate with more than three decades of experience in the public, private, and non-profit sectors. Winning Strategies has represented a range of organizations, including The Lawyer's Committee for Civil Rights, Inter-American Commission on Women (OAS), The Creative Coalition, Astellas Pharma US, and Insight Center for Community Economic Development. Winning Strategies has provided strategic consulting on the women's vote and voter engagement to presidential, congressional and gubernatorial campaigns. Leeds advised President Obama's women's outreach and policy teams during the 2008 U.S. Presidential Campaign.

Leeds has been an advisor to Democratic presidential candidates Senator John Kerry, Vice President Al Gore, Massachusetts Governor Michael Dukakis, and Rev. Jesse Jackson. She served as a political appointee to President Clinton for nearly two terms at the White House Offices on Women's Initiatives and Outreach, and at federal agencies on three major efforts -- the President's Child Immunization Initiative, Youth Opportunity Program, and National Voter Registration Act Project.

Leeds is a member of the Harvard Women's Leadership Board, AARP's Women's Leadership Council, and is a Woodrow Wilson Visiting Fellow. She was a Fellow at the Center for Public Leadership at the John F. Kennedy School of Government, Scholar-in-Residence at the Women in Politics Institute at American University, and Academic Advisor to the Carter-Baker Commission on Federal Election Reform

"Winning Strategies has great depth of experience leading effective political and public affairs campaigns," said Josh Gottheimer, Executive Vice President Worldwide at Burson-Marsteller. "There are few people that rival Robin Leeds' expertise in areas like women's outreach, multi-cultural communications, and public-private partnerships."

Winning Strategies will link its extensive political and public affairs expertise with Burson-Marsteller's global reach and blue chip client list. Burson-Marsteller has executed national and international public affairs and advocacy campaigns for Fortune 50 companies, sovereign governments and industry organizations.

"Burson-Marsteller has been a leader in global and U.S. public affairs for decades," said Leeds. "The firm's geographic reach, its innovative approach to client programming and dedication to using research makes this partnership a great fit for Winning Strategies."

**About Burson-Marsteller**

Burson-Marsteller ([www.burson-marsteller.com](http://www.burson-marsteller.com)), established in 1953, is a leading global public relations and communications firm. It provides clients with strategic thinking and program execution across a full range of public relations, public affairs, advertising and web-related services. The firm's seamless worldwide network consists of 72 offices and 65 affiliate offices, together operating in 90 countries across six continents. Burson-Marsteller is a part of Young & Rubicam Brands, a subsidiary of WPP (NASDAQ: WPPGY), one of the world's leading communications services networks.

**About Winning Strategies, LLC**

Winning Strategies ([www.winstrategies.net](http://www.winstrategies.net)) established in 1988, is a public affairs, public policy advocacy, and political firm based in Washington, DC. It has a proven track record of building successful campaigns and initiatives for public, non-profit and private sector organizations.