

## Top PR FIRM JOINS FORE GOOD GROUP

Multi-award winning PR firm Livewired Communications and its founder Janine Lloyd, who is one of the Top 10 most influential PR people in SA<sub>1</sub>, have joined the Fore Good Group.

“Fore Good has been a client of ours since 2008 and the two companies enjoy a highly successful and synergistic relationship,” says Janine Lloyd, MD of Livewired Communications. “By bringing Livewired into the group we will continue to focus on our core business, Public Relations, whilst leveraging the resources of the Group’s shared services and resources.”

Livewired will continue to service external clients as well as the brands of the Fore Good group and will continue its specialist offerings in the ICT, Healthcare, Property and FMCG verticals.

Livewired will work closely with Fore Good’s directorate and marketing teams. Fore Good’s Group Brand Strategist, Jason Frichol concludes, “we are delighted that Livewired has joined our family. The acquisition further strengthens Fore Good’s strategic offerings to service and support its network of leading brands in the FMCG sector. Public Relations is a key component of the mix and the changing communications landscape calls for pervasive integration with commercial, HR and marketing departments compounded by even tighter turnarounds. What’s more, Livewired will also be spearheading internal communication programmes and our drives in the burgeoning social media space.”

- **Livewired’s new physical address is:**

Building 5, Harrowdene Office Park, Woodmead, Sandton

1. *The Annual (2009/2010, Advertising, media, marketing and branding)* published by Future Publishing.

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Editorial Contacts

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