

**Jack Morton Worldwide
Athens 2004 Olympic Games
Manchester 2002 Commonwealth Games
(Opening and Closing Ceremonies)**

Capital PR was asked by Jack Morton Worldwide (Europe) to implement a media relations strategy based around the company's recent appointment to produce the Opening and Closing Ceremonies for the Athens 2004 Olympic Games.

Capital PR distributed information about the announcement to key media organisations in Europe, the United Kingdom and Asia along with background details of Jack Morton Worldwide, one of the world's largest live communications companies.

Capital PR also contacted key international media contacts to help secure positive media coverage for Jack Morton following its appointment to produce the Olympic Ceremonies.

This followed Capital PR's highly successful positioning and promotion of Jack Morton Worldwide in international and United Kingdom national media as producers of the Opening and Closing Ceremonies for the Manchester 2002 Commonwealth Games.

