

FOR IMMEDIATE RELEASE



Contact :
Kristin Vincenzo
646-695-7043
kristin@rosengrouppr.com

First Street[®] Partners With American League of Lobbyists

First Street Increases Presence of Its Revolutionary Platform Within Lobbying

Washington, DC (April 17, 2012) – [First Street](#), the political intelligence unit of CQ Press, today announced a partnership with the American League of Lobbyists (ALL). This marks a significant step forward for the DC-based company looking to expand its presence in the lobbying community.

This new relationship provides ALL members with easier access to the information they need to achieve lobbying goals and develop relationships with key targets on Capitol Hill. Meanwhile, The American League of Lobbyists offers First Street valuable connections within a key market for the company's services. The partnership will kick off with an April networking event for ALL members, sponsored by First Street.

"Partnering with the American League of Lobbyists, the national association for lobbyists and government affairs professionals, is an exciting move for First Street," says Marina Illishaev, Senior Marketing Manager at CQ Press. "There is a benefit for both ALL members, who understand the immediate benefits of political intelligence and a valuable opportunity for First Street."

First Street is the culmination of almost three years of work compiling more than two decades of political insider "connections." These connections include congressional and federal staffers, registered lobbyists, clients of registered lobbying organizations, FEC PACs, congressional and federal organizations, and registered lobbying organizations. First Street is a pioneering political intelligence platform that allows advocacy professionals to take their research to the next level.

About *First Street*[™]

First Street[™] is brought to you by CQ Press (www.cqpress.com). With a focus on digital content and delivery, CQ Press products specialize in U.S. government information, legal affairs, and national and international politics. Based in Washington, DC, CQ Press is an imprint of SAGE (www.sagepub.com), an international publisher of journals, books and electronic media for academic, educational and professional markets. Since 1965, SAGE has helped inform and educate a global community of scholars, practitioners, researchers and students spanning a wide range of subject areas, including business, humanities, social sciences and science, technology and medicine. SAGE has offices in Los Angeles, London, New Delhi, Singapore and Washington, DC. For more information on First Street[™] visit firststreet.cqpress.com or the First Street[™] [Twitter](#) and [Facebook](#) pages

.# # #