



Winning Direct Mail for Republican Candidates

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FOR IMMEDIATE RELEASE
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MACKENZIE SMITH / CREATIVE DIRECT - ALLIANCE CREATED
Ms. Smith To Manage Washington, D.C. Operations

Creative Direct, LLC, the national voter contact direct mail firm trusted by scores of Republican candidates, is pleased to announce the appointment of Mackenzie Smith as director of Washington, D.C. operations. Headquartered in Richmond, VA, *Creative Direct* is owned by Ray Allen, Jr, (who also serves as senior strategist for Congressman Eric Cantor) and Ron Butler. “The addition of Mackenzie Smith to our team gives *Creative Direct* the ability to better serve our clients in Washington, as well as expand our business,” said Ron Butler.

Mackenzie is principle officer and manager of *The M Group, LLC*, a political fundraising company. She has been very active in Virginia politics for the last seven years, as well as numerous congressional races across the country. In addition to her new role at *Creative Direct*, Mackenzie will continue operations of *The M Group*.

Creative Direct clients have included the Republican Governors Association, the National Republican Senatorial Committee and members of Congress including: Eric Cantor; Frank Wolf; and Rob Wittman. Last year Creative Direct was the mail vendor for the Bob McDonnell for Governor campaign in Virginia. For a more information and a detailed list of Creative Direct clients go to www.creativedirect.net.

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