

FOR IMMEDIATE RELEASE
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\$10,000 AWARDED TO MONTENEGRIN INSTITUTE FOR INNOVATIVE MEDIA STRATEGY

Arlington, VA – The *Atlas Economic Research Foundation* named the *Center for Entrepreneurship and Economic Development* (CEED) of Podgorica, Montenegro as the winner of the 2005 Templeton Freedom Prize for Initiative in Public Relations.

Of fundamental importance to the work of any policy research organization is the capability of reaching influential audiences so that their ideas have the greatest impact. The success of think tanks comes not just from their research, but also from their diligent and creative efforts to get those ideas out in the public sphere. As one of the judges for the Prize commented, “Public relations is not just about releasing press reports to the media after winning an award; it is regarding sustained awareness about your activities in groups outside your circle of influence.”

CEED’s work has had a momentous impact on the local business environment. Through their research on the barriers to entrepreneurship in Montenegro, CEED helped simplify the application process for starting a new business – reducing the procedure time from 55 days to 4 and the cost from 5,000 Euros to just 1 Euro.

After receiving a Templeton Freedom Award Grant earlier this year, CEED focused on promoting its ideas through regular columns in the country’s best-selling newspapers; close collaboration with the University of Montenegro’s School of Economics; and cooperation with the youth Tennis Association in Montenegro, for which they developed a program called “My Business” to introduce young people to the basics of entrepreneurship. For these efforts, Atlas will reward CEED with a \$10,000 cash prize.

The second runner-up for the Templeton Freedom Prize for Initiative in Public Relations is the Maxim Institute of Auckland, New Zealand. Maxim receives a \$5,000 cash prize for their effective communications strategy, including the innovative advocacy campaign, New Zealand Votes.

The Templeton Freedom Prize for Initiative in Public Relations recognizes superior achievement by think tanks in reaching the public. This Prize was created as an additional incentive for the winners of Templeton Freedom Award Grants for Institute Excellence to devote significant attention to the task of increasing their impact on a broad public audience.

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