Project Z Launches Online Platform

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Atlanta, GA (RPRN) 07/15/2009- Azizi Blissett, President & Creative Director of ZFX, LLC, today announced “Project Z”, a family of multimedia companies that connect, engage and empower a variety of audiences by seamlessly merging Marketing 2.0 with feature-rich digital technologies.

Project Z will officially launch its new website (www.projectzinc.com) and social media network platform at the ZFX Launch Party in Buckhead on Thursday July 16th. The gathering is for clients and friends to enjoy an exciting evening while gaining insight into how the ZFX team is transforming Web 2.0 tools like web video and social media communities into Marketing 2.0 business success.

Project Z is the brainchild of Azizi Blissett. As an award-winning art director on Fortune 500 ad assignments, Ms. Blissett told her audience, “I grew tired of companies wasting millions of dollars on flashy, shallow ad campaigns that missed the mark in reaching their targeted customers”. Motivated by a desire to bring about change, Azizi decided to use her passion, energy and enthusiasm to create meaningful marketing conversations that would inspire small and medium sized businesses and entrepreneurs to achieve their goals.

The ***Project Z*** family consists of three enterprises: ***ZFX*** designs and delivers compelling brand-marketing solutions that evoke positive emotional connections with others. ***ZSpots*** provides

online marketing solutions that expand and engage online audiences in deeper conversations where, when and how they want to engage. ***ZFusion*** is a nonprofit organization with a mission to empower women and youth through creativity and art therapy.

For information, please contact us at info@thezfx.com.

Azizi Blissett, Founder and President of Project Z

Project Z

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http://www.thezfx.com

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About the author: Azizi embodies all of the characteristics of a truly “valuable and rare” individual as her given Swahili name suggests. Armed with the gift of imagination and a desire to encourage creative expression and thinking, Azizi is the embodiment of a 21st century creative change agent. Her mission is to use her passion, energy and enthusiasm to inspire young aspiring creative artists, at risk youth and women. Ms. Blissett is the Owner & President of Project Z, a family of multi-media marketing and entertainment companies that connect, engage and empower a variety of audiences.

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