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CHRIS W. COX, WASHINGTON'S TOP PROBLEM SOLVER, LAUNCHES CAPITOL 6 ADVISORS

WASHINGTON, D.C. – Chris W. Cox, one of the country's most successful public affairs strategists and problem solvers today announced the formation of Capitol 6 Advisors, a full- service public affairs and public policy agency headquartered in Washington, D.C.

"Capitol 6 Advisors will provide long-range strategic public policy and public affairs consulting, crisis management and brand positioning services for companies and organizations with complex problems," Cox said.

Since 2002, Cox has served as the lead political and policy strategist for the National Rifle Association as the Executive Director who headed up the group's Institute for Legislative Action (NRA-ILA) and served as Chairman of the NRA Political Victory Fund (PAC), conducting policy, legal and campaign initiatives at the state and federal level across the country. Cox also served as President of the NRA Freedom Action Foundation and Chairman of NRA Country.

Cox has been involved in over two decades of electoral and policy success at every level from the local, state and federal level to the international arena. Most recently and notably, he was chief strategist for the NRA during the winning 2016 election cycle in which NRA-backed candidates won the White House, the U.S. Senate and the U.S. House of Representatives.

"Chris Cox is not only a brilliant strategist, he is also a cool and steady leader who unravels complicated problems," said Tommy Milner, former C.E.O. of national retailer Cabela's Inc. "He understands how to get things done in Washington more than just about anyone I have ever seen."

Under Cox's leadership and vision, NRA-ILA was Donald Trump's most important ally in the 2016 Presidential election. When nearly every other organization backed away from Donald Trump, Cox had the vision to see a pathway to victory even in the face of doubters.

Cox will now apply his quarter century of communications, electoral and legislative experience for corporate clients, associations, candidates, and non-profits, laying out a vision for Capitol 6 that goes far beyond the traditional D.C. government affairs framework. "In military terminology 'got your six' is about the commitment to protect a comrade from harm that comes from outside their field of vision. Similarly, the mission of Capitol 6 is to protect our clients and solve their most complicated problems – from brand strategy to unanticipated reputational and economic harm and also active mitigation of that harm when it occurs," said Cox.

Cox noted that he intends to deploy for clients the most advanced and sophisticated tools he successfully developed and used in the past three decades – efforts that involved the most branding and multi-layered legislative problem solving in the country.

"My entire career has been a policy making and electoral laboratory driven by the need to successfully solve complex problems," Cox added. "At Capitol 6 we offer an integrated platform that applies for our clients the most successful digital, data and advocacy tools available."

"It's a new chapter in my career and an exciting opportunity to help a diverse array of clients benefit from my 29 years in the public policy and electoral arena," concluded Cox.

About Chris W. Cox

Chris W. Cox, 49, served as an officer and the Executive Director of the NRA Institute for Legislative Action, the political and lobbying arm of the National Rifle Association, since 2002. He also served as Chairman of the NRA Political Victory Fund (PAC), President of the NRA Freedom Action Foundation and Chairman of NRA Country.

As NRA's principal political strategist, Cox won wide praise for his work. Bloomberg News said "with Cox running NRA's political activities, the group rolled to legislative and electoral successes." Cox not only led NRA's federal lobbying and campaign efforts, he also steered the group's advocacy and political strategy in 50 state capitols.

Cox is a frequent analyst on national news programs and was a primetime speaker during the 2016 Republican National Convention. He has been published in The New York Times, the Washington Post, and other publications.

Prior to joining NRA in 1995, Cox served as a senior legislative aide in Congress, managing issues relating to the judicial system and criminal justice reform. He is a graduate of Rhodes College in Memphis. A Tennessee native, Cox resides in Virginia with his family.

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