



North Sixth Group makes strategic investment in News Direct

June 07, 2021 by PRWeek Staff

News Direct has inked partnerships with a string of companies and organizations this year.

News



News Direct founder and CEO Gregg Castano. (Photo credit: Pam Rouleau).

NEW YORK: North Sixth Group has made a strategic investment in news distribution platform News Direct, the companies said in a statement.

Financial terms of the deal were not disclosed.

News Direct's proprietary services include platforms for efficiency and control; multimedia distribution capabilities; a collaborative content studio with task automation; AI-assisted editing and source sharing; measurement; and security, the company said in a statement.

In April, News Direct **entered into an affinity relationship** with Public Relations Global Network. The consortium of 50 agencies gained access to News Direct's content-distribution platform, giving clients use of its distribution network for services including multimedia assets and analytics for a flat-rate pricing model.

News Direct has also recently announced partnerships with **Pop Culture Newswire**, **Media OutReach** and **Latinx Newswire**. It also **revised its international distribution model** this year.

At the start of the year, North 6th Agency **promoted COO Daniela Mancinelli to CEO**. She took the place of founder Matt Rizzetta, who transitioned to the role of chairman. Chief of staff John Hannaway took over the COO position.