

the design channel

the design channel, llc

news release

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For Immediate Release

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The Nation Breast Cancer Coalition Fund taps The Design Channel to create a new consumer web site.

Agency to create online resource for breast cancer patients and their advocates.

WASHINGTON, DC, March 30, 2008 — The Design Channel (TDC), a branding and integrated marketing communications company, has been hired by the National Breast Cancer Coalition Fund (NBCCF) to create a web site that provides the latest information and evidence-based research findings on the diagnosis and treatment of breast cancer. The site will also provide opportunities to get involved in NBCCF's efforts to end breast cancer.

Based in Washington, D.C., the National Breast Cancer Coalition Fund empowers and trains advocates in every aspect of the fight to end breast cancer. The organization gives women the tools to make their own informed decisions and take a leadership role with legislative, scientific and clinical decision-makers. In 2003, NBCCF was named one of the twenty most influential groups in health policy based on a survey of congressional staff—the only grassroots group and the only breast cancer organization to make that list.

The contract, which begins immediately, includes the development of a comprehensive web site that covers everything from newly diagnosed breast cancer to dealing with a reoccurrence to NBCCF's advocacy work. According to TDC principal and Creative Director, Rachel Deutsch, "We're very excited to work with NBCCF, an organization on the forefront of breast cancer research, and create a site that makes it easy for patients and their advocates to both access and understand the latest science behind breast cancer diagnosis and treatment."

About The Design Channel: With offices in Washington, DC and Baltimore, MD, The Design Channel provides a full range of integrated services, including branding, marketing and advertising, corporate communications, broadcast and interactive/social media. TDC works in a variety of industries from Healthcare and Education to Manufacturing and Technology.

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