

the design channel

the design channel, llc

news release

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For Immediate Release

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TDC to handle communications for Arlington County, VA's BRAC Initiative.

Assignment to include all materials for BRAC Transition Center

WASHINGTON, DC, June 26, 2008—Arlington County's Base Realignment and Closure Commission (BRAC) has brought in The Design Channel (TDC) to develop marketing communications materials. TDC has an ongoing contract with Arlington County's Office of Economic Development.

Initially, TDC's work will focus on the BRAC Transition Center, involving a workforce services brochure and business services brochure.

The Center's mission is to provide professional transition assistance to the workforce and business community affected by the realignment of Department of Defense (DoD) agencies. This means thousands of people: not just those holding the estimated 17,000 jobs that will now be relocated (13,000 in Crystal City alone), but others less directly impacted, such as contractors and non-government companies that support and service these agencies.

"We are honored to get this assignment, as well as very pleased to be once again working with the Arlington County government," said David Franek, TDC president. "We hope this work that's being done for BRAC will have an impact on keeping people engaged and employed in the Arlington market."

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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