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For Immediate Release

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Agency Enlisted to Help Grow Association's Membership

The American Association of Immunologists looks to The Design Channel to strengthen appeal to prospects

WASHINGTON, DC, July 11, 2013—David Franek, president and creative director of The Design Channel announced today that the agency will be working with The American Association of Immunologists (AAI) to develop communications aimed at boosting the organization's membership. The association serves to advance the field of immunology and the interests of immunology investigators, postdoctoral fellows, graduate students and other professionals.

Franek, said, "The AAI has been an important advocate for immunologists for over 100 years. It continues to be a valuable resource for providing scientists, especially those in early stages of their careers, with opportunities to showcase their research, engage leaders in the field, and present critical issues on Capitol Hill and federal funding agencies."

The Design Channel's first assignment for the AAI is a print ad highlighting membership benefits. Subsequent work is being determined at this time.

The American Association of Immunologists, based in Bethesda, Maryland, has over 6,800 members and publishes The Journal of Immunology, the most distinguished journal in the field. It hosts the largest annual immunology meeting in the world and counts 25 Nobel Laureates and 48 Lasker Award recipients among its membership since the association's inception.

With offices in Washington, DC and Baltimore, Maryland, The Design Channel provides a full range of integrated marketing services, including branding, marketing communications and advertising, and broadcast and interactive media.