

the design channel

the design channel, llc

news release

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For Immediate Release

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The Design Channel assists Arlington, VA with one of its most important sites.

Arlington Convention and Visitors Service enlists firm to enhance web site experience

WASHINGTON, DC, November 8, 2010 – The Design Channel announced today that Arlington Convention and Visitors Service (ACVS) will be extending its relationship with the agency through an assignment to establish a more appealing and immersive experience for the organization's web site visitors.

ACVS helps promote the city's easy access to the area's national attractions and monuments, as well as its own unique local destinations, to tourists and business travelers. The Design Channel had recently developed new positioning and branding guidelines for ACVS print advertising, direct mail and collateral; the new web site will be designed to reflect much of the same look and feel.

"Arlington offers a one-of-a-kind mix of national history and sophisticated shopping, dining, arts and entertainment," said David Franek, president and creative director of The Design Channel. "We want visitors to the ACVS web site to be instantly swept off their feet by the wide range of attractions waiting for them here, but to also easily find the information they need to plan their visit."

ACVS works closely with Arlington's hotel industry to help maximize occupancy levels and attract visitors throughout the year. Its promotional efforts are supported by local, regional and state cooperative marketing, advertising and public relations efforts. Partners include local hospitality providers, Virginia's tourism office and regional destination marketing organizations.

With offices in Washington, DC and Baltimore, MD, The Design Channel (www.thedesignchannel.com) provides a full range of integrated marketing services, including branding, marketing communications and advertising, broadcast and interactive media.

-30