

the design channel, llc

## news release

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For Immediate Release

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### **Ballston BID Adds Creative Strength to Further Boost Area Benefits**

*TDC selected to provide marketing communications support for business development group*

WASHINGTON, DC, March 18, 2014—Ballston Business Development District (BID) has tapped The Design Channel to create an array of communications materials promoting the group's achievements and programs to attract commercial interest in the Arlington community.

"It's an exciting opportunity for us," said David Franek, president and chief creative officer of The Design Channel. "TDC has years of experience in developing destination branding and marketing communications for clients who are looking to boost awareness, visibility and attractiveness as a business, residential, and cultural destination. Ballston BID has shown that it appreciates bold, arresting presentations and messages, and we're ready to push those even further."

Initial assignments that TDC will oversee include Ballston BID's annual report, a new business 'Launchpad' program viewbook, and a media activity packet. Other projects for which TDC will provide support include designing an exhibit at the Artisphere highlighting urban art projects in the Ballston area, and a viewbook of the Ballston BID 2014 Restaurant Challenge event.

Ballston BID is dedicated to growing interest and investment in the Ballston corridor of Arlington, Virginia. The organization's goals include creating an identity and brand for the area that reinforce Ballston's competitive advantages, attract commercial tenants, and support the community's diverse shops, restaurants, and entertainment venues.

With offices in Washington, DC, Baltimore, Maryland and Charleston, SC, The Design Channel ([www.thedesignchannel.com](http://www.thedesignchannel.com)) provides a full range of integrated marketing services, including branding, marketing communications and advertising, and broadcast and interactive media.