

the design channel

the design channel, llc

news release

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For Immediate Release

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Education association calls on The Design Channel for solution.

Agency tapped by CASE to develop 2010 annual report

WASHINGTON, DC, October 25, 2010 –The Council for Advancement and Support of Education (CASE) has selected The Design Channel to develop its 2010 annual report, the agency announced today. CASE is a non-profit association of educational institutions that supports professionals in the field of educational advancement through conferences, webinars, publications and training materials.

The Design Channel's extensive experience in building successful branding and advertising campaigns within the education arena was a major factor in its selection for the assignment. David Franek, president of The Design Channel, said, "We're looking forward to kicking off our new relationship with a piece that works in concert with CASE's current brand look and feel, but also stands alone in a distinctive way."

CASE, headquartered in Washington, DC, assists its members with alumni relations, communications, marketing and fund raising. It was founded in 1974 when the American Alumni Council merged with the American College Public Relations Association. CASE is one of the largest international associations of educational institutions, serving nearly 3,400 universities, colleges, schools and related organizations in 61 countries.

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.

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