

the design channel

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news release

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For Immediate Release

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Agency to bring healthy new approach to marketing materials for renowned children's hospital.

Children's National Medical Center selects The Design Channel to develop branding platform

WASHINGTON, DC, November 4, 2010 –The Design Channel announced today that it has been awarded a major branding assignment by Children's National Medical Center, one of the country's leading clinical and research institutions dedicated to children's health care. The primary objective will be to establish an up-to-date, engaging look and feel foundation for the center's marketing materials and internal communications tools.

"We are thrilled to have the opportunity to work with Children's National Medical Center," said David Franek, president and creative director of The Design Channel. "We understand and appreciate the critical mission and responsibilities of Children's, and we are committed to developing a branding platform that supports the organization most effectively."

One of the first projects The Design Channel will be focusing on is a capabilities brochure to be used by representatives from the center's Sheikh Zayed Institute for Pediatric Surgical Innovation at the World Health Health Care Congress Middle East in Abu Dhabi, United Arab Emirates, in early December. The full scope of work for Children's to be handled by The Design Channel will eventually include a brand look and feel, fact sheets, publication templates, newsletters, presentation templates and additional brochures.

Children's National Medical Center is the only exclusive provider of pediatric care in the metropolitan Washington, DC area, and is home to an internationally recognized team of pediatric healthcare professionals who treat over 360,000 patients each year in the region, and from around the nation and world. It is consistently ranked among the best pediatric hospitals in America by *U.S. News and World Report* and the Leapfrog Group.

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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