

# the design channel

the design channel, llc

## news release

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For Immediate Release

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### **Georgetown business school seeks greater return from marketing materials**

*The Design Channel enlisted to enhance presentation and impact of collateral*

WASHINGTON, DC, January 24, 2012 –The Design Channel announced today that it has been selected by Georgetown University’s McDonough School of Business to upgrade several important marketing communications materials. These will include the school’s general brochure as well as Executive Education literature.

“We’ve assisted Georgetown in the past with their marketing materials as an approved services provider, and we’re pleased to be called upon again,” said David Franek, president of The Design Channel.

“McDonough is one of today’s most respected business schools and it should have collateral that is indicative of its distinguished position.”

The Design Channel will focus primarily on developing a look and feel for the materials that will work harmoniously with existing printed pieces while delivering a higher level of interest and engagement with prospects.

The McDonough School of Business was founded in 1857 as part of Georgetown University in Washington, D.C, and offers both undergraduate and graduate degrees in business administration. Its graduate school offers full-time MBA, evening and executive programs, and is consistently ranked among the top business education programs in the U.S. by leading business publications.

With offices in Washington, DC and Baltimore, MD, The Design Channel ([www.thedesignchannel.com](http://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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