

the design channel

the design channel, llc

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For Immediate Release

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TV Spot Earns Major Award for The Design Channel

"Growing Up" spot for Patient First honored with Telly Award

WASHINGTON, DC, May 14, 2014—David Franek, president and chief creative officer of The Design Channel, announced today that the firm received a 2014 Bronze Telly Award for its recent TV spot for Patient First entitled "Growing Up."

"It's a fantastic honor for your work to be recognized by the Telly Awards," said Franek. "I think the TV spot had a great story to tell, and it further reinforced what the Patient First brand is all about—a place that you can always depend on throughout your life."

"Growing Up" depicts a young girl, who during her childhood and college years, looked to Patient First for non-emergency medical care. She continues to do so today because, now that she's a mother herself, she has a young daughter who needs treatment for the same kind of scrapes and sniffles she experienced growing up. The Design Channel developed the concept, script, and art direction for the spot, and worked in conjunction with The Branching, a production company based in Richmond, Virginia.

Patient First, founded in Richmond in 1981, operates 52 walk-in urgent care medical centers across the Mid-Atlantic today. It also provides primary care services that are covered by most health insurance plans and offers X-rays, lab tests, and prescription drugs on-site.

The Telly Awards honors today's best film & video productions, online video content, and outstanding TV commercials and programs. Over 13,000 entries are judged annually; those worthy of merit receive either a Silver Telly, the highest honor, or a Bronze Telly, which is awarded to less than a quarter of all submissions.

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

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