

# the design channel

the design channel, llc

## news release

5420 wisconsin avenue  
chevy chase, md 20815  
p 301.951.9195  
f 301.951.9197

For Immediate Release

Contact: David Franek  
301-951-9195

### **Arlington County Looking to Capitalize on Its Dynamic “Intersections”**

*The Design Channel set to roll out campaign showcasing the county’s multitude of amenities for new businesses*

WASHINGTON, DC, February 13, 2013 – David Franek, president and creative director of The Design Channel (TDC), announced the launch today of the agency’s campaign to support the Arlington Economic Development Office.

“Arlington County is a magnet for businesses who seek a highly-educated, diverse, and progressive workforce as well as a vibrant and forward-thinking place to live,” said Franek. “It’s at the intersection of innovative businesses, a great arts scene, world-class dining, breakthrough technologies, and many other things. We think our campaign delivers this message in a simple but impactful way.”

The campaign, which will be seen in print ads, Metro car displays and online banners, features pairs of individuals who, while representing disparate professions and endeavors, make Arlington their home. Included in the series are a Washington Capitals player, a teacher, an artist, a banker, an entrepreneur, a dancer, a professor, a chef, a physician, a boutique owner, a musician, and a genetic counselor.

The “Intersection” campaign is a continuation of the Arlington Economic Development Office’s ongoing “Think Arlington” program to attract new businesses and organizations to Arlington County.

Arlington Economic Development ([www.arlingtoneconomicdevelopment.com](http://www.arlingtoneconomicdevelopment.com)) is dedicated to the preservation and enhancement of a economically competitive and sustainable community, and the creation of exciting, diverse, and culturally-rich places within Arlington County. It provides leadership and services to Arlington’s business community, tourism industry, and real estate development through its four operating groups, which include Arlington Cultural Affairs, Arlington Convention & Visitors Service, Business Investment Group, and Real Estate Development Group.

With offices in Washington, DC and Baltimore, Maryland, 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.

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