

## news release

channel communications, llc

401 washington avenue  
suite 205  
towson, md 21204  
p 410.296.0697  
f 410.296.0963

For Immediate Release

Contact: Cory Farrugia  
410-296-0697

### **Channel produces award-winning television for Patient First.**

*The “Olivia” animated television commercial is being used as the key broadcast message for all new center openings in Maryland and Virginia.*

Richmond, VA, January 5, 2009 – Patient First won a Platinum AVA Award for its “Olivia” television commercial. The television commercial was done in animation style with over 650 individual frames drawn by hand over original live action footage – this technique is called *Rotoscope*. The 30 second spot was designed and produced by Channel with the animation executed by Bandelier EFX in Albuquerque, New Mexico. Channel is an integrated marketing communications company, and has worked with Patient First as agency of record since 2003.

The international Ava Awards recognizes outstanding work by creative professionals involved in the concept, writing, direction, shooting, and editing of audio-visual materials and programs. Entries include film, analog and digital productions viewed in a wide variety of mediums-from movie screens to televisions to computers. Entrants include video and film production companies, web developers, advertising agencies, PR firms, corporate and government communication departments, producers, directors, editors, and shooters.

“We’re excited to win an AVA Award, which puts us in elite company,” said Cory Farrugia, President of Channel Communications. “Overall there were 2,200 AVA Award entries that came from the United States and seven foreign countries. 15% of the entries received platinum awards, but only two platinum awards were given out in the “commercial/healthcare” category in 2008.”

Patient First is based in Richmond, Virginia, and owns and operates 26 urgent care centers in Virginia and Maryland. Patient First opened its first facility in Richmond, Virginia, in 1981 and developed many automation-based operating systems and practices that were considered innovative at the time and which have been continually improved to meet the needs of today’s patients. For more information, see [www.patientfirst.com](http://www.patientfirst.com)

Channel Communications and The Design Channel, with offices in Baltimore, MD and Washington, DC provide a full range of integrated services, which include direct mail, branding, marketing and advertising, corporate communications, broadcast and interactive media.