

news release

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For Immediate Release

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Johns Hopkins relies on Channel Communications' marketing experience for annual women's health conference

Channel Communications has been selected once again to develop direct mail and communications materials for the Johns Hopkins Medicine's "A Woman's Journey" conferences in Baltimore, West Palm Beach and Naples, Florida.

BALTIMORE, MD March 1, 2010 — Channel Communications, an integrated marketing communications company, announced that it was once again awarded the direct marketing assignment and the development of marketing communications materials for the Johns Hopkins' "A Woman's Journey" Conferences in Baltimore, West Palm Beach and Naples, Florida.

The Baltimore event is held annually at the Hilton Baltimore Hotel and features 32 Johns Hopkins faculty physicians covering topics as diverse as Preventing Heart Disease to Weight Management, all of which are vital to understanding women's health issues today. Similar events will be held in West Palm Beach and Naples in January 2011.

"A Woman's Journey conference is the most important event we do all year. It needs to be fresh, unique, and attention-grabbing but most of all, it should visually capture the vitality women. Channel Communications has given us a striking design concept for this year's event that will attract attention as well as generate response," said Leslie Waldman, Director of Competitive Strategy, Johns Hopkins Medicine. "We are looking forward to another successful year."

With offices in Baltimore and Washington, DC, Channel Communications (www.channel-com.com) provides a full range of integrated services, including branding, marketing and advertising, corporate communications, broadcast and interactive media.

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