

news release

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For Immediate Release

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Bon Secours of Maryland Foundation hires Channel to conduct research and provide marketing guidance

West Baltimore foundation hires Channel to provide strategic direction and creative recommendations

BALTIMORE, MD, March 20, 2010 — Channel Communications, a branding and integrated marketing communications company, has been hired by the Bon Secours of Maryland Foundation to rebrand the organization.

Bon Secours of Maryland Foundation works to create healthy communities in West Baltimore, by providing programs, services and grants so residents may create and maintain jobs, stimulate home ownership and in turn, help heal residents by decreasing crime and raising hope for an improved quality of life.

“This branding assignment is perfectly suited to our talent and expertise,” said Cory Farrugia, president of Channel Communications. “BSMF is doing hard work to uplift a community and change a generation’s way of thinking about their future. It’s up to Channel to help them identify their essence, then tell their story and ultimately attract donors to this great cause so they may continue to be a beacon in West Baltimore.

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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