

channel communications, llc

## news release

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For Immediate Release

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### **Channel Communications creates winning presentation for Compute Against Cancer**

*Innovative presentation helps organization in its pursuit of funds for cancer research*

WASHINGTON, DC/BALTIMORE, MD, September 1, 2004 — Channel Communications, LLC, a design, branding and integrated communications firm recently created a speaker-support presentation to promote Compute Against Cancer, an innovative supercomputing initiative which provides support to cancer researchers.

The Compute Against Cancer program connects thousands of computers together to form a grid, accessing the unused power of each computer to form a super computer - allowing cancer researchers the ability to process vast amounts data in an accelerated manner. Compute Against Cancer is currently pursuing funding to advance their initiative, and the organization needed a professional, polished way to present their mission to prospective backers and partners.

The Channel Team developed a speaker-support presentation to promote this innovative technology program. The presentation opened with a Flash movie, featuring professional voiceover and a customized soundtrack, which illustrated the primary goals of the initiative. The PowerPoint presentation that followed then further illustrated the details and initiatives of the organization through explanatory text and graphics.

"The presentation had the sex, sizzle and content we needed," said Mark Weitner, Director of Marketing for Compute Against Cancer. "We hit it out of the park!" The group has used the speaker-support presentation in meetings with several key groups, including the state of West Virginia and C-Change, a cancer prevention organization co-chaired by former President George Bush and former First Lady Barbara Bush.

The Channel Team, with offices in Washington DC and Baltimore, MD, provides a full range of integrated services, which include direct marketing, identity programs, marketing and advertising campaigns, corporate communications, broadcast and interactive media.

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