

channel communications

news release

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For Immediate Release

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Erickson Communities hires Channel to create a brand identity for its Point Lookout Resort and Conference Center

Channel Communications was selected to develop a brand identity and tactical communications materials for the Point Lookout Resort and Conference Center.

BALTIMORE, MD February 1, 2009 — Channel Communications, an integrated marketing communications company, announced that it has been awarded a brand identity assignment on behalf of Erickson Communities, Point Lookout Resort and Conference Center.

Among the agency's first projects will be to develop a brand identity package as well as various tactical marketing elements for the resort. Point Lookout is a privately owned resort and conference center located in Northport, ME. Point Lookout aims to host the first comprehensive retirement assessment center in the country providing middle-aged adults with a scientific and holistic evaluation focused on cognitive health, emotional vitality, and active aging. Additionally, the resort will provide a series of on-site program offerings of continuing education and lifelong learning for older adults.

"We are very excited to be involved with this project. With the backing of Erickson, the resort is destined to become a first class destination." said Cory Farrugia, President of Channel Communications. "Erickson has an excellent reputation for quality. Point Lookout will certainly continue on this path."

Situated on almost 400 acres of wooded and mountainous land, the Point Lookout property hosts 106 cottages and three different conference buildings as well as an outdoor pavilion, fitness center, bowling center, café, turf soccer field, softball field, oceanfront park, park, private beach, and miles of hiking trails.

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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