

channel communications

channel communications, llc

news release

401 washington avenue
suite 205
towson, md 20815
p 410.296.0697
f 410.296.0963

For Immediate Release

Contact: Cory Farrugia
410-296-0697

Channel Communications is awarded Doctors Groover, Christie & Merritt Radiologists project.

The Channel Team to design and implement Grand Opening marketing communications.

BALTIMORE, MD/WASHINGTON, DC, March 2006 – The Channel team, an integrated marketing communications company, has been hired by Doctors Groover, Christie & Merritt Radiologists to design advertising and collateral materials for their new locations in Rockville and Chevy Chase.

Doctors Groover, Christie & Merritt Radiologists offers a wide range of diagnostic and preventive radiological services at seven locations throughout the greater Washington, DC area. They have been serving the community with clinical excellence, friendly service, and state-of-the-art technology since 1916.

The contract, which begins immediately, will include the development of print advertising, direct marketing, collateral material, signage and trade show materials. The Channel team was selected based on their commitment to strong, unified branding elements and attention to detail. According to Lori Wise, COO, Doctors Groover, Christie & Merritt Radiologists, “We needed to re-up our existing materials, and create some new advertising that looked fresh, modern, and appealed to both our physician and patient community. Channel’s proposal carefully outlined the process involved in achieving these goals. We know we’re in good hands.”

With offices in Washington, DC and Baltimore, MD, the Channel team provides a full range of integrated services, including branding, marketing and advertising, direct marketing and interactive media.

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