

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 Awarded Assignment to Develop Identity for Johns Hopkins Malaria Research Institute

WASHINGTON, DC/BALTIMORE, MD, September 15, 2003—Channel Communications, a design, branding and integrated communications firm, today announced that it has been awarded an assignment to develop a new identity for the Johns Hopkins Malaria Research Institute (JHMRI).

Malaria ranks among the major health and developmental challenges facing some of the poorest countries in the tropical and sub-tropical regions. The JHMRI is a newly created research project of the Johns Hopkins Bloomberg School of Public Health. An anonymous donor—on record as wanting to have an impact on an important disease, particularly one that affects those who have no voice: the children in developing countries—has given the Johns Hopkins Bloomberg School of Public Health \$100 million to mount a full-scale assault on malaria.

Dr. Diane Griffin, as professor and chair of the W. Harry Feinstone Department of Molecular Microbiology and Immunology and an expert on infectious diseases, will be overseeing the project. “I don’t think there’s been anything quite like this anywhere else,” says Dr. Griffin. “All these different groups of scientists have been doing valuable research,” says Griffin, “but now we are going to bring a number of them together under one roof, along with other experts from around the world. We want to establish a critical mass of people working in truly multidisciplinary fashion to attack this problem.

“This is such an important mission for the Malaria Research Institute, we feel honored to work on their new identity,” said Cory Farrugia, president of Channel Communications. “Recently we completed a major re-branding assignment for the School of Public Health when they added “Bloomberg” to their name. Part of the goal on this assignment is to make sure the new identity is consistent with the umbrella brand of the school.”

The Channel Team with offices in Washington, DC and Baltimore, MD, provides a full range of integrated services, which include helping companies define their brand and its positioning, identity programs, marketing and advertising campaigns, corporate communications, collateral and interactive media.

