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news release

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For Immediate Release

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The Channel team adds Senior Designer to roster.

Agency expands creative department to accommodate growing client list.

WASHINGTON, DC/BALTIMORE, MD, February 5, 2007 — The Channel team, a branding and integrated marketing communications company, announced today that Tara Detchemendy joined the company as a Senior Designer.

Tara brings over six years experience and a double degree in Graphic Design and Illustration to Channel. Her work has been honored with numerous awards in local ad shows such as the Art Directors Club of DC and Baltimore Addys. Prior to joining Channel, she held senior design positions with both Low & Associates and Crosby Marketing Communications.

“Tara is a creative person with terrific visual sensibilities and lots of real-world experiences which fits in well with our creative structure,” says David Franek, Principal and Creative Director. “She also has a warm and accommodating approach to people which makes her a joy to work with.”

A graduate of the Savannah College of Art and Design, Tara has worked on wide range of accounts, including Kaiser Permanente, CEO Solutions and Glacier Lakes bottled water. “I’m excited about the opportunity to work directly with clients as well as the variety of interesting and creative assignments at Channel,” says Tara, “I also enjoy being able to do a little bit of everything— one element you usually don’t get in larger companies.”

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.