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## NEWS

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### **Cornerstone Selected For Service To Baltimore Community Foundation**

Cornerstone, a 25-year-old marketing and organizational communications firm based in Baltimore, has been selected as the agency for Baltimore Community Foundation's year-end marketing campaign and for the launch of a new web-based service for donors and the community in 2006. Cornerstone is proud to partner with the BCF to reach its goal of improving the quality of life in the Baltimore region.

Under the terms of this year's agreement, Cornerstone will be responsible for strategic planning, advertising, media relations and direct mail efforts to meet the Foundation's annual development goals. In this effort Cornerstone will work closely with the Foundation to combine strategy and creative to increase awareness of the benefits of the Foundation among key audiences.

"We are excited by the opportunities to find new and different ways to share the value of the Baltimore Community Foundation with the community at large," said Greg DesRoches, president of Cornerstone.

Cornerstone is a 20-person full-service communication firm located in the heart of the City of Baltimore and serving clients throughout the mid-Atlantic region. Because of local ownership, the firm has been known for numerous community-based campaigns in the Baltimore area. Cornerstone offers advertising, corporate communications, external and internal brand development, public relations and strategic communications planning services to businesses, non-profit and governmental organizations.

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