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Cornerstone to Develop “Great Kids Up Close” Website

In support of Dr. Andres Alonzo’s “Great Kids, Great Schools” initiative, Cornerstone has been charged with developing a “Great Kids Up Close” website that is consistent with the existing brand platform and gives support to the Baltimore City Public Schools’ mission. The website will provide the greater Baltimore City community an up-close glimpse into City Schools – what is happening and what kids are doing day in and day out. “Great Kids Up Close” will be fully integrated with the main City Schools website and Channel 77 (City Schools’ cable education channel). The goal is to launch the new website in early March. “Great Kids Up Close” will aid in the mission of communicating goals, objectives and programs to the parents and guardians of every student in the system.

About the Baltimore City Public School System

Since the first city school was opened in 1829, literally millions of parents in Baltimore City have entrusted the education of their children to the schools; and for nearly two centuries, devoted teachers have accepted this great responsibility. The classroom is the central focus of our existence, and an understanding of the past can illuminate the future.

About Cornerstone

Cornerstone, established in 1981, provides comprehensive communications services, including advertising, corporate communications, external and internal brand development, public relations and strategic communications, to a variety of clients throughout the mid-Atlantic region. Cornerstone’s client roster includes businesses, non-profits and governmental organizations in the financial services, healthcare, residential development, hospitality, recruitment and technology industries.

Cornerstone
519 West Pratt Street
Suite 104
Baltimore, MD 21201
p 410.727.2131
f 410.783.0335
www.cornerstonemtm.com