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Cornerstone to Help Launch New Baltimore City School Initiative

Cornerstone will provide marketing support for a wide-ranging initiative to reshape how Baltimore City Public Schools are run and how educational dollars are spent. Dr. Andres Alonzo, CEO of the Baltimore City Public School System, wants to communicate his goals, objectives and programs to the parents and guardians of every student in the system. Cornerstone will create an identity for the "Great Kids, Great Schools" initiative and develop a newsletter that will go home with every child to launch an ongoing communications effort.

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 is a full-service communications firm located in downtown Baltimore. Cornerstone 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.

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