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2008.2.1

Cornerstone to Create Identity for PCAB

Cornerstone will develop corporate brand identity and tagline for the Parents and Community Advisory Board (PCAB). An education advisory group, PCAB works to broaden access for parents and community members in the development of Baltimore City Public School System policies and procedures. Cornerstone will also develop a brochure and newsletter to assist PCAB in its outreach efforts, so the organization's mission is clearly understood by both the community and educational stakeholders.

About PCAB

Established in 1997 by Senate Bill 795, the Parent and Community Advisory Board (PCAB) promotes parent involvement with the Baltimore City Public School System (BCPSS) by taking the responsibility to funnel information from parents and the community to individual commissioners, the entire board of school commissioners, and the CEO and administrators of BCPSS. PCAB is a 14-member body, the majority of whom are parents of children attending Baltimore City Public Schools.

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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