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a. Bright idea
verbal and visual communication

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A. Bright Idea expands services and staff

Advertising agency hires former president of local marketing firm and skilled graphic designer

BEL AIR, MD – A. Bright Idea, LLC announces continued growth with the addition of Kathleen Mignini-Walsh, senior communication specialist, Kelly Ritson, graphic design specialist, and Elon Bliden, summer intern, to its public relations and advertising team. New staff members duties will include market research, writing, graphic design and client relations for the ten-person firm as it provides communications support across a variety of channels.

“Our latest hires give our already well-rounded team even greater depth,” says Anita Brightman, founder and president. “Their education and real-world experience make them a valuable resource to A. Bright Idea clients and staff alike.”

Brightman added that A. Bright Idea experienced significant growth in the last year through the addition of accounts such as Maryland Jockey Club, Investors United School of Real Estate, Slavie Federal Savings Bank, the Bel Air Center for Addictions and Hillside Lawn Service.

Walsh brings sixteen years of marketing experience to her new position. Most recently, Walsh served as president of JigSaw Marketing Solutions, a Bel Air, Md., firm providing strategic marketing and communications support to small businesses. Prior to JigSaw, Walsh spent 10 years in the toy industry as director of marketing for Curiosity Kits, Inc., an arts and crafts kit manufacturer now owned by Florida-based Action Products, and as a product manager with Life-Like Product, Inc., in Baltimore.

Ritson recently graduated from Bradley Academy for Visual Arts in York, Pa., where she studied specialized technology and graphic design. During her time at the academy, she gained valuable design skills in and out of the classroom. Ritson helped local businesses by designing direct mailings, brochures, logos, and stationary packages. Ritson received the Graphic Department Faculties Award for Meritorious Achievement as the top designer in her class.

Bliden, a current student working towards a major in corporate communications and a minor in political science at Elon University, brings knowledge and experience in many fields of communications to A. Bright Idea. Last summer, Bliden spent time with Facci Bella Productions and Dr. Anna Marie, the health reporter for the Weather Channel, in Joppa, Md. Bliden gained experience editing health segments for the Weather Channel and wrote, directed and shot a package for Your Life with Dr. Anna Marie, which will air on the nationally syndicated show in August.

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A. Bright Idea, located in Bel Air, Md., provides verbal and visual communication solutions for a variety of retail, small business, government and non-profit clients. Founded in 1996, the firm represents clients including the Babe Ruth Birthplace and Museum, Bel Air Center for Addictions, Harford Neighbors.net, The Highlands School, Hillside Lawn Service, Maryland Jockey Club, Slavia Federal Savings Bank, Sports Legends Museum at Camden Yards and URS Coleman. For more information on A. Bright Idea and its services, visit its Web site at www.abrightideasonline.com or email info@abrightideasonline.com.



CAPTION: Kathleen Mignini-Walsh, Senior Communications Specialist, A. Bright Idea



CAPTION: Kelly Ritson, Graphic Design Specialist, A. Bright Idea

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