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## A. Bright Idea gets more creative

*Advertising and public relations firm expands service with larger creative team*

**BEL AIR, Md.** – A. Bright Idea, LLC, announces the addition of Lisa Condon, senior graphic designer; Dave Hollenbeck, graphic designer; and Casey Hawes, graphic designer/illustrator to its advertising and public relations team. Collectively, the new additions bring over 30 years of award-winning graphic design, marketing and illustration experience to the team.

As an award-winning designer with more than eight years of professional experience in print media design, Condon's strong ties to the local community and experience with large national contracts, such as the U.S. Army, fortifies the creative team at A. Bright Idea. Condon earned her Associate of Art in commercial art and advertising at Harford Community College, and went on to pursue her bachelor's degree in corporate communications, graduating Magna Cum Laude of her University of Baltimore class. Condon's passion for design fueled her educational accomplishments and continues to shine through her many accolades received since working in the advertising community.

"We are excited to add Lisa's senior level creative experience to our team," says Brightman. "Her energetic personality and desire to work hard for the client fit perfectly with our close-knit group."

A. Bright Idea also welcomes the addition of graphic designer, David Hollenbeck to its ranks. Hollenbeck brings over 16 years of experience to the firm. A graduate of the University of Baltimore's publication design program, Hollenbeck worked as an in-house designer for General Electric Healthcare for over six years. Prior to becoming a graphic designer, he performed marketing in the vision benefit and software industries. He will serve A. Bright Idea as the firm's graphics liaison to its U.S. Army government contract partner, the Science Applications International Corporation (SAIC).

A. Bright Idea adds a new level of service, with Hawes' exceptional illustrative and creative skills. As A. Bright Idea's graphic designer/illustrator, Hawes' original illustrations now allow the firm to realize clients' goals in a unique and exclusive manner. In addition to studying art history, drawing and painting in Italy and completing art courses at the Maryland Institute College of Art (MICA), Hawes earned his Bachelors of Art in illustration at the Columbus College of Art and Design.

"Our creative team has never been so strong and ready to tackle the most challenging projects," said Brightman "This is a very exciting time for A. Bright Idea."

An award-winning advertising and public relations agency based in Bel Air, Md., A. Bright idea excels at identifying opportunities, generating ideas and executing customized solutions that deliver results for government, commercial and non-profit clients including Science Applications International Corporation, Baltimore Orioles, Baltimore County Savings Bank, Mid-Atlantic Sports Network, HillSide Lawn Service, Bel Air Center for Addictions, Maryland Jockey Club, Slavia Federal Savings Bank, Mary Kraft and Associates, Susquehanna Workforce Network and Continental Search and Outplacement. With a team of dedicated professionals boasting strong and diverse backgrounds, A. Bright Idea provides communication services including advertising, public relations, marketing, graphic design, sponsorship and event planning. For more information, visit <http://www.abrightideaonline.com>.

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