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**CAL POLY STATE UNIVERSITY'S GRAPHIC COMMUNICATION
DEPARTMENT BECOMES ASSOCIATE MEMBER
OF THE PRINT COUNCIL**

**Educational Partner to Provide Instructional and Research
Resources to Help Elevate Awareness of Print
as a Primary Communications Medium**

WASHINGTON, DC, June 12, 2006 – The Print Council, a national business development initiative created to help promote greater use of printing and print media, announced that Cal Poly State University's Graphic Communication Department has become an Associate Member as an 'educational partner'. As a new member of The Print Council, Cal Poly will work together with a growing list of leading organizations to encourage the interest and demand for printed materials.

"Cal Poly's Graphic Communication Department is extremely pleased to become a member of The Print Council. From our perspective as educators, the Council has the enormously important task of redefining print as a profession that addresses the communication needs of a modern and dynamic society," commented Harvey Levenson, Ph.D., Department Head of Cal Poly's Graphic Communication Department.

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“Prestigious educational institutions such as Cal Poly are in a unique position to impact the perception and use of print as a communication tool. Cal Poly extends programs not only to full time students, but also to business executives and practitioners in the industry. In doing so, it enhances the knowledge of print innovation and, thus, the competitiveness of our industry to provide print as a viable medium of communication,” remarked Ben Cooper, executive director of The Print Council. “We look forward to tapping into Cal Poly’s extensive resources.”

Members of The Print Council include commercial printers, paper manufacturers, press, ink and equipment manufacturers, publishers, industry associations, ad agencies, and public relations firms. Other educational institutions – CUNY, Kean University, and NYU – are also Associate Members.

“Print has always been the most influential, pervasive, detailed, and informative form of mass communication, and it can continue to be. It is the responsibility of all of us in this profession to remind those wanting quality communication – for commerce, information, and entertainment – of this important fact. Through its support of print communication and the education of the profession's future leadership, and by supporting the profession's print providers and equipment vendors, Cal Poly is pleased to play a role with The Print Council in contributing to this endeavor,” added Levenson.

About Cal Poly’s Graphic Communications Department

Founded in 1946, Cal Poly has one of the largest graphic communication programs in the United States. With over 33,000 square feet of modern laboratories, Cal Poly continues to advance the educational offerings for students studying printing, electronic imaging, packaging, publishing, design technology, management, and cross-channel communications. The department has over 3,000 alumni and is accredited by the Accreditation Council for Collegiate Graphic Communications. In cooperation with Cal Poly's Orfalea College of Business, the department also offers an MBA with a focus on document systems management.

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The department also houses the Graphic Communication Institute at Cal Poly to conduct research, testing, product evaluations, seminars, workshops and conferences. As part of its 60th anniversary this year, the department is conducting a \$2.5-million development program to ensure that it continues serving the industry through highly qualified graduates. For more information on the academic department, go to www.grc.calpoly.edu; for more information on the Graphic Communication Institute, visit www.grci.calpoly.edu.

About the Print Council

Through education, awareness, market development, advocacy and research, The Print Council serves the industry to develop, maintain and increase the market for printed materials. Launched in 2003, The Print Council's members now number in the hundreds, representing more than 50 companies, including many of the largest names in the industry. The Print Council may be contacted through Ben Cooper, Executive Director at 202-973-5977, by e-mail at bycooper@wms-jen.com, or on the Web at www.ThePrintCouncil.org.

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(N.B. – Press+ and Broadford & Maloney are part of the PR Alliance that serves The Print Council on a pro bono basis).

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