

For Immediate Release

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**MJACH DESIGNS HELPS THE CHARM CITY CIRCULATOR
LAND THREE “BEST OF BALTIMORE” AWARDS**

Baltimore, MD—Baltimore’s free weekly *City Paper* recognized the downtown Charm City Circulator (CCC) with three awards as part of its 2010 “Best of Baltimore” round up. In the Baltimore Living category, the service landed the “Best Bus Line” distinction from the editors, but also caught its readers’ attention: The CCC won two awards in the 2010 Readers Poll: “Best City Service” and “Best Public Transportation Service,” both in the Baltimore Living category.

Baltimore-based design firm Mjach Designs has partnered with the CCC since 2008, when it landed a long-term contract to create and manage its marketing campaigns. “Mjach values its working relationship with Veoila Transportation and Baltimore City,” explains principal and creative director Melissa (Mjach) Lentz. “This project has been extremely rewarding. We are proud to be part of such a successful service and talented project team.”

The *City Paper* praised the new *free* service, explaining, “While, yes, the CCC only services central Baltimore right now, if you make the effort, it's easier to bop around downtown than it's ever been.” The review touted how downtown commuters and visitors can ride the CCC to catch a quick bite at a local restaurant for lunch or catch an opening at a local arts center, while pointing out it’s the perfect way to avoid expensive cab fares. “Only a bike is more convenient,” the editors exclaimed.

The current fleet of 13 hybrid-electric shuttles currently travel two routes in Baltimore City, with a third to be added in 2011, making the total fleet 21 shuttles and is absolutely free for residents, downtown employees, students and tourists alike. It’s a convenient service for a city that thrives on stellar public transportation.

“We feel embraced by the Baltimore community by working on this project,” Lentz says. “Everywhere we go we experience enthusiasm and gratitude for an environmentally clean, free service. We’re honored to be part of the communication design team and promote it so widely.”

To learn more about the awards, click [here](#) and [here](#). To learn more about the Charm City Circulator, click [here](#).

For more on Mjach Designs, visit www.mjachdesigns.com.