



Detroit & Canada Tunnel Corp. Chooses Public I as Agency of Record

Public I to represent DCTC before U.S. Congress and Department of Homeland Security

Birmingham, MI ([PRWEB](#)) April 23, 2004 - The Detroit and Canada Tunnel Corporation (DCTC) announced today that it has chosen Public I, a complete image building and communications company (www.public-i.com), as its agency of record on all matters before the U.S. Congress and the Department of Homeland Security. Public I will represent DCTC to help increase support for the overall security and efficiency of the Detroit-Windsor border crossing. The DCTC oversees the Detroit-Windsor Tunnel which is the busiest passenger border crossing on the U.S. Canada Border and third busiest overall. The Tunnel is also the only vehicular international sub-aqueous border crossing in the world, located between Detroit, Michigan and Windsor, Ontario, connecting the US Interstates to Ontario's Highway 401.

"The tunnel plays a major role in the economic and national well-being of the US and Canada," states Neal Belitsky, DCTC Vice President and General Manager. "To meet these needs, the Detroit & Canada Tunnel Corporation sought the assistance of an aggressive firm that was actively involved in different levels of politics, was familiar with the regional business community and was rooted in the SE Michigan community. Public-I and Daniel Cherrin met these criteria and has been actively working on our behalf. Results have been quite positive."

As a specialist in U.S. Canadian relations, legislative advocacy, regulation of lobbying, grassroots advocacy, and public policy communication strategies, Public I Vice President of Public Policy & Government Procurement, Daniel J. Cherrin, Esq., will oversee the DCTC account. He will represent DCTC at the U.S. Congress and Department of Homeland Security to further DCTC goals which include the following:

- Expansion of low-risk risk traveler facilitation programs such as Nexus to improve security and rush hour traffic volumes
- Use of Intelligent Transportation Systems (ITS) that are integrated with regional transportation authorities and assist travelers during times of emergency and congestion
- New plaza design strategies to accommodate commercial and passenger vehicles, including federal appropriations.
- Relocating traffic queues for the Tunnel from city streets and improving overall aesthetics of the Tunnel Plaza.

About Public I

Public I is a full-service, communications company providing superior services in the areas of image building, brand management, strategic communications, event production management, government relations and marketplace positioning. Public I's highly skilled team of image managers oversee brand cohesiveness at all levels and have created successful, communications strategies for numerous organizations including Sloan Ventures, Digital Detroit, StartupNation®, eePulse, Inc., NextEnergy, Edcor, and more. For additional information, please visit www.public-i.com or call 248.540.2749.

###



Contact Information

Melanie Rembrandt

Public I

<http://www.public-i.com>

248-540-9660 x.333

Online Web 2.0 Version

You can read the online version of this press release [here](#).