

projectworks chosen to power Thomas Johnson High School Online Store

(FREDERICK, MD — October 18, 2011) projectworks, llc announced that it has been chosen to launch and manage a turn-key web store solution for Thomas Johnson High School, effective immediately.

The Thomas Johnson High School (TJHS) Store provides a conveniently accessible catalog of selected merchandise, including spirit wear, accessories, and cheer gear, all sporting cool new TJ Patriots designs. The store has been launched in partnership with the Thomas Johnson High School Athletic Boosters, and part of the sales proceeds will go back to the TJHS Boosters. The store can be found at <http://www.tjhsstore.com/>

A turn-key school store solution

The TJHS Store is a live case study of projectworks' unique ability to deliver turn-key school web store solutions--it showcases all of the functionality necessary to offer branded merchandise online, including: the web store and ecommerce functionality, the inventory selection and sourcing, the creation of new apparel designs, and the backend logistics (warehousing, inventory management, and order fulfillment).

"We are thrilled to have launched this web store for the TJ Patriots," said Alex Canizales, CEO of projectworks, LLC. "The new TJHS Online store will allow students, parents and other Patriots supporters to purchase a nice variety of high quality merchandise any time they want, not just at the school's games."

"The idea of a web store for our school's spirit wear just makes sense" said Marie Zinnert, President of the TJ High School Athletic Boosters. "We are busy with a variety of worthwhile initiatives to help the school and the students, so having a fully turn-key solution for the store was really the best way to go."

The Thomas Johnson High School web store is open to the public, effective immediately. Featuring fresh new apparel designs and super comfortable apparel items, the store is the best place for TJ students and their families to find all the stuff they need to cheer their TJ Patriots on to victory. The store easily groups the products into logical categories, contains basic search functionality, accepts credit card payments, and is clean and easy to navigate.

About projectworks, LLC

Established in 1998, projectworks, LLC (www.projectworks.com) is a small, privately-held business that specializes in delivering promotional marketing and marketing support solutions that work for its clients. Based in Frederick, MD, projectworks' promotional solutions include turn-key web stores for schools, companies, and other organizations; business and consumer promotions, promotional products, corporate gifts, employee incentive/reward programs, event logistics, and marketing support.

For additional information, please contact:

projectworks, LLC
Alex Canizales
301-682-4800, Ext. 203
alex@projectworks.com