Margaret R. Pardee Memorial Hospital
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Pardee Hospital and Foundation recognized by Carolinas Healthcare Public Relations & Marketing Society

(Hendersonville, N.C.) The Community Relations Department, Creative & Branding Department and the Pardee Foundation recently received six awards from the Carolinas Healthcare Public Relations & Marketing Society (CHPRMS) for excellence in marketing and public relations.

Pardee received a *Gold Wallie* award for the "new mover" direct mail piece. This piece was sent out to new residents of Henderson County and was a key part of Pardee's new brand launch. The Foundation received a *Golden Tusk* award in the category of fundraising for the 2009 *Women Helping Women* campaign. Pardee picked up three *Silver Wallie* awards for the "2008 Report to Our Community," the "Keeping You Well" corporate brochure and the internal publication "Pardeeline." The Pardee Foundation also won a *Silver Wallie* award for the "VOICE" newsletter, a publication that communicates Foundation news to donors and the Hendersonville community. Pardee worked with Franklin Street Marketing on a number of these award-winning pieces including the annual report, the new brand brochure and the "new mover" piece.

For more than 30 years, CHPRMS has provided a forum for healthcare public relations and marketing professionals to sharpen their skills, share ideas and strategies for public relations and marketing programs, and participate in educational and awards programs. The society is comprised of more than 400 members throughout North and South Carolina.

Pardee Hospital is a not-for-profit community hospital founded in 1953. The main hospital is licensed for 222 acute care beds and is the second largest employer in Henderson County. The hospital has several locations separate from the main campus, including an adult day services center, a health education center in the Blue Ridge Mall, home care services, a rehab and wellness center, a midwifery program, various family and internal medicine practices, and an urgent care facility. For more information or to find a physician, call 1-866-790-WELL (9355) or visit www.pardeehospital.org.

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