Pardee

Margaret R. Pardee Memorial Hospital
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PRESS RELEASE:
Nov. 11, 2009
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Pardee Hospital and Foundation recognized by Public Relations Association of WNC

(Hendersonville, N.C.) The Community Relations Department at Pardee Hospital and the Pardee Hospital Foundation received three awards recently from the Public Relations Association of Western North Carolina (PRAWNC) for excellence in marketing and public relations.

The Community Relations Department received a "Best of the Mountains" award for the "2008 Report to the Community." Two versions of this report were printed; both easy to navigate and consistent with the Pardee brand. Included were patient testimonials and many images of the medical staff. The Pardee Hospital Foundation also won a "Best of the Mountains" award in the newsletter category for the "VOICE" newsletter, a publication produced in-house that communicates Foundation news to donors and the Hendersonville community. In addition, Pardee's advertising agency of record, Franklin Street Marketing, received an award for the Pardee corporate brochure, "Keeping You Well." This brochure was one of the key printed pieces instrumental in launching the new Pardee brand to the community.

The Public Relations Association of Western North Carolina (PRAWNC) is an independent, professional development organization comprised of a variety of public relations, communications and marketing professionals in Western North 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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