

## **PRESS RELEASE**

NOTE: The following information is supplied by WHPRMS for your organization to receive coverage for your award in the 2008 Communications Review.

### **FOR IMMEDIATE RELEASE**

(Date)

(YOUR ORGANIZATION'S NAME) was recently named as a winner in the 2008 Communications Review by the Wisconsin Healthcare Public Relations and Marketing Society (WHPRMS). The awards ceremony was held at the WHPRMS annual conference in October at the Osthoff Resort in Elkhart Lake, Wisconsin.

The Communications Review is recognized by healthcare professionals in Wisconsin as a program dedicated to honoring excellence and superior accomplishment in the practice of healthcare public relations and marketing. Developed in 1971, the Communications Review was one of the first award programs of its kind in the country and today is widely recognized by healthcare communicators for its quality and credibility.

"I would like to congratulate (YOUR ORGANIZATION'S NAME) on a job well done. (YOUR COMPANY'S NAME) was recognized for its quality and results in healthcare marketing," said Tim Drinan, president, WHPRMS. "We appreciate the time, effort, and measurement that goes into each of the submitted entries, as we ultimately attempt to better the health of all members of our communities."

"We are honored to receive the recognition in the 2008 Communications Review" said (NAME OF SPOKESPERSON FOR YOUR ORGANIZATION). "(YOUR ORGANIZATION NAME) received (LIST NUMBER OF AWARDS: EXAMPLE (2) MERIT AND (1) EXCELLENCE) award(s).

### **FOR MORE INFORMATION, CONTACT:**

(LIST NAME, NUMBER, AND OTHER CONTACT INFORMATION FOR PERSON TO BE CONTACTED BY MEDIA)

### **ADDITIONAL STATISTICS FOR THE 2008 COMMUNICATIONS REVIEW**

91 ENTRIES SUBMITTED FOR JUDGING

**AWARD OF MERIT:** (MUST ACHIEVE 90-94% SCORE)-20 WINNERS

**AWARD OF EXCELLENCE:** (MUST ACHIEVE 95 -100% SCORE)-19 WINNERS

**JUDGES CHOICE:** FIVE SELECTED FROM AWARD OF EXCELLENCE RECIPIENTS

**CAROL MEHLBERG AWARD:** ONE SELECTED FROM THE JUDGES' CHOICE RECIPIENTS