

PRESS RELEASE

NOTE: The following information is supplied by WHPRMS for your organization to receive coverage for your award in the 2010 Communications Review.

FOR IMMEDIATE RELEASE

(Date)

(YOUR ORGANIZATION'S NAME) was recently named as a winner in the 2010 Communications Review by the Wisconsin Healthcare Public Relations and Marketing Society (WHPRMS). Winners were announced at the as a part of the WHPRMS annual conference held October 6-8 at the Tundra Lodge, Green Bay.

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.

“The WHPRMS Communications Review is widely recognized by healthcare communicators for its quality and credibility,” said WHPRMS President Tracey MacGregor. “Our membership is to be congratulated for the high quality of work being done on behalf of health care organizations across the state.”

“We are honored to be recognized as a part of the 2010 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 2010 COMMUNICATIONS REVIEW

JUDGES: Hospital Council of Northwest Ohio

ENTRIES SUBMITTED FOR JUDGING

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

AWARD OF EXCELLENCE: (MUST ACHIEVE 95 -100% SCORE)-13 WINNERS

JUDGES CHOICE: FIVE SELECTED FROM AWARD OF EXCELLENCE RECIPIENTS

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