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NEWS RELEASE

*Cathy Nordine
Marketing Manager
(970) 256-6135
cnordine@gjhosp.org*

Community Hospital Nationally Recognized in 2008 Aster Awards Program for Excellence in Medical Marketing

Honored for advertising excellence in the 2008 Aster Awards, Community Hospital received a Gold recognition in this year's competition.

The Aster Awards, one of the largest competitions of its kind, is hosted by Marketing Healthcare Today and Creative Images, Inc. This elite national program recognizes outstanding healthcare professionals for excellence in their advertising/marketing efforts.

The 2008 Aster Awards consisted of approximately 3,000 entries from across America. Participant's entries competed against similar-sized organizations in their category. Entries must score at least in the top 85% to receive an award. Judging criteria includes creativity, layout and design, functionality, message effectiveness, production quality and overall appeal.

"Community Hospital is among the top in the nation for healthcare advertising expertise... specifically scoring in the top 5 percent. It was an honor to have Community Hospital participate in the 2008 Aster Awards," said Melinda R. Lucas, Aster Awards Program Coordinator. "They exceeded the judges' expectations."

"Community Hospital is exceptionally proud to have won this top honor for our 2007 Foundation Gala event invitation," says Becky Jessen, director of marketing and communications at Community Hospital. "To be competing among organizations that used national marketing agencies with an entry that was entirely conceptualized and designed by our internal marketing department makes receiving this award even more remarkable."

Entries in the Aster Awards were judged by a diverse panel of healthcare marketing experts. All winners are posted on the Aster Awards' website (www.AsterAwards.com), as well as published in Marketing Healthcare Today, a national healthcare marketing magazine.

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