

For Immediate Release

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**Shodair Children's Hospital nationally recognized in
2009 Aster Awards Program for excellence in medical marketing**

Honored for advertising excellence in the 2009 Aster Awards, Shodair Children's Hospital received one Gold Award 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 2009 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.

"Shodair Children's Hospital is among the top in the nation for healthcare advertising expertise... specifically scoring in the top 5% in the category of magazines published by a children's hospital," said Melinda R. Lucas, Aster Awards Program Coordinator. "They exceeded the judges' expectations."

Shodair received its award for its Autumn 2008 issue of *Reunion* magazine, which is distributed to the hospital's donors and supporters. It is produced by the hospital's Community Relations and Marketing Department, and designed by Art & Image Creative Resources in Missoula.

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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