

PRESS RELEASE:

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On-Call Media Cell: (828) 674-5406

Pardee recognized for Gold and Silver recognition in 2011 Aster Awards

(Hendersonville, N.C.) Pardee Hospital Foundation has been awarded gold and silver recognition in the 2011 Aster Awards.

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

Pardee Hospital Foundation received a gold award for a direct mail fundraising piece. They also received a silver award for their Smokehouse Soiree annual donor event invitation.

The 2011 Aster Awards received approximately 3,000 entries from across the United States as well as Canada and South America. Participant's entries competed against similar-sized organizations in their category. Entries must score at least in the top 16 percent to receive an award. Judging criteria includes creativity, layout and design, functionality, message effectiveness, production quality and overall appeal.

[Pardee Hospital](http://www.pardeehospital.org) 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





Margaret R. Pardee Memorial Hospital
800 North Justice Street, Hendersonville, NC 28791

www.pardeehospital.org

[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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