

PRESS RELEASE:

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Pardee Hospital wins Best of the Mountains Awards from PRAWNC

(Hendersonville, N.C.) Pardee Hospital's Marketing and Communications Department was the recipient of multiple awards at the Public Relations Association of Western North Carolina (PRAWNC) Best of the Mountains annual event. The event, held at Pack's Tavern in Asheville, honored the region's top performers in an audience of their peers and colleagues.

The award for *Best Complete Advertising Campaign* recognizes a company or agency's efforts to effectively incorporate a successful advertising campaign using various media. The winner in this category was Pardee's Orthopedic Center of Excellence for the One Step Starts the Adventure campaign, which features a varnished footprint.

In the category of *Publications*, Pardee Hospital Foundation took home the award for their orthopedics brochure. This category looks for communication and marketing pieces created and designed to solicit a response from a targeted audience.

The *Special Events* award is given to an organization that exhibits creativity in planning and implementing an event with measurable results. Pardee's Hike to Health was chosen because of its focus on community wellness to bring people together from Henderson County and the surrounding communities to promote healthy and active lifestyles. The attractive design and additional marketing tools used have made Hike to Health a popular and successful event.





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

www.pardeehospital.org

[Pardee Hospital](#) 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 [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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