

**PRESS RELEASE:**

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On-Call Media Cell: (828) 674-2358

**Pardee Hospital and Foundation win Aster Awards**

(Hendersonville, N.C.) Pardee Hospital and the Pardee Foundation received five awards in this year's Aster Awards competition, a national healthcare marketing program dedicated to the recognition of excellence in medical marketing.

Pardee's Community Relations Department received a silver award for a brand newspaper ad series and a bronze award for a brand radio ad, both of which were produced in cooperation with Franklin Street Marketing in Richmond, Va. The Pardee Foundation received a gold award for its VOICE newsletter, a silver award for the annual donor recognition event, and a bronze award for its "Give Happiness" campaign ads.

All entries in the Aster Awards compete against similar organizations across the nation and are judged on creativity, layout/design, typography, production, knowledge transfer and overall quality. Winners are published in *Marketing Healthcare Today*.

[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





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

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

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](http://www.pardeehospital.org).

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