

PRESS RELEASE:

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Pardee Recognized among the Nation's Most Elite Healthcare Marketing Professionals in 2010 Aster Awards Competition

(Hendersonville, N.C.) Honored for excellence in advertising in the [2010 Aster Awards](#), Pardee Hospital, received three gold recognitions in this year's competition.

The Aster Awards, one of the largest national competitions of its kind, is hosted by Marketing Healthcare Today Magazine and Creative Images, Inc. This elite program recognizes outstanding healthcare professionals for excellence in their advertising/marketing efforts for the calendar year 2009.

Pardee received gold awards for the 2009 Cancer Annual Report, the Recruitment brochure, and the Pardee Hospital Foundation newsletter, Voice.

The Aster Awards receives entries from across the United States as well as Canada and South America. Participant's entries compete 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.



“The quality of this year’s entries went well beyond the judges’ expectations,” said Melinda R. Lucas, Aster Awards program coordinator. Pardee placed in the top 5% in the nation with the three gold level awards.

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