



FOR IMMEDIATE RELEASE
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STURDY MEMORIAL MARKETING CAMPAIGNS
EARN REGIONAL AWARDS

ATTLEBORO, MA, May 31, 2012 – Sturdy Memorial was among the winners at this year's New England Society for Healthcare Communications (NESHCo) Lamplighter Awards held recently in Boston. The Hospital was recognized with two GOLD (first place) awards, one in the "Community Relations/Outreach/Advocacy, Produced In-House" category, for Sturdy's 2011 Hand Hygiene and Antibiotic Resistance Awareness Campaign. This campaign was designed to educate, raise awareness, and help prevent illness-causing germs from spreading or strengthening in both the clinical and community settings. The second award was received in the "Advertising: Print, Produced In-House" category for the 2011 Urgent Care Print Campaign. The Urgent Care bill inserts and ad campaign were developed to convey the importance of contacting your primary care physician first, versus seeking care at an urgent care center or emergency room, for non-emergent problems and illnesses.

The New England Society for Healthcare Communications is a regional organization for marketing and communications professionals in the healthcare field which holds its awards competition annually. There were 300 entries from more than 82 organizations in this year's competition.

Sturdy Memorial Hospital is a full-service, not-for-profit acute care community hospital in Attleboro, Massachusetts.

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