

Press Release

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Haven Hospice wins three awards at the 28th Annual Healthcare Advertising Awards

(GAINESVILLE, Fla.) – Haven Hospice won three awards at the 28th Annual Healthcare Advertising Awards, sponsored by the Healthcare Marketing Report, the leading publication covering all aspects of healthcare marketing.

Haven won a silver award for the 2010 series of *In Touch*, a donor publication that is published three times a year. Haven also won two merit awards, one for the *Annual Community Report*, a yearly report given to each community Haven serves, and the second for Haven's *Stories of Life* campaign, an extensive advertising campaign. Snippets of the campaign can be viewed at <http://www.havenstories.com>

More than 4,000 entries were received for the competition, making the award the largest healthcare advertising awards competition in the nation. A national panel of judges was chosen to review all entries based on creativity, quality, message effectiveness, consumer appeal, graphic design and overall impact.

About Haven Hospice

Haven Hospice is North Florida's expert in end-of-life and palliative care and is one of three 2008 Circle of Life Award® winners nationwide to be recognized as leaders in improving the care of patients near the end of life or with life-threatening conditions. Haven Hospice has also been recognized as a Florida Pacesetter for its leadership in promoting living wills. Haven Hospice has served more than 50,000 patients and families since 1979 and has been licensed in Florida as a not-for-profit hospice since 1980. For more information, visit www.havenhospice.org or call 800.727.1889.

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