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CONTACT: Chris Boyle, Director of Public Relations and Marketing
860-585-3887 – 860-655-2487 (cell) – cboyle@bristolhospital.org

NESHCo Recognizes Bristol Hospital With Two Marketing And Advertising Awards

BRISTOL, Conn. — The New England Society for Healthcare Communications (NESHCo) honored Bristol Hospital for excellence in marketing, public relations and communications with two Lamplighter Awards.

Bristol Hospital and its advertising agency Griffin, York & Krause were given a Silver award in the Advertising—Print category for its bariatric surgery print ads, and an Award of Excellence in the Advertising—Television category for its bariatric surgery television ads. Based in Manchester, NH, Griffin, York & Krause is a marketing innovation company that offers services, technology and tools, and licensed properties to drive sales for companies in a wide range of vertical industries.

“Our entries were creative, innovative and results driven, and showcased the Bristol Hospital bariatric program very well,” said Assistant Vice President and Chief Development Officer Eva Wickwire, who leads the Bristol Hospital public relations and marketing team

The Lamplighters were established in 1974 to showcase and honor excellence in health care communications in the New England region. The 2012 competition included more than 300 entries from more than 82 organizations throughout the area. Entries were judged by the Minnesota Health Strategy and Communications Network.

PHOTO CAPTION:

Bristol Hospital and its advertising agency Griffin, York & Krause were the recipients of two Lamplighter Awards from the New England Society for Healthcare Communications for its print and television campaigns highlighting the hospital’s bariatric surgery program. In attendance at the Lamplighter ceremony which took place May 17 at the Boston Marriott included (from left): Travis York, president, Griffin, York & Krause; Eva Wickwire, assistant vice president and chief development officer, Bristol Hospital, and Sophia Cigliano, senior vice president, client services and account planning, Griffin York & Krause.

