

For Immediate Release



**Healthcare Foundation Northern Sonoma County** and **Mackenzie Digital Art** nationally recognized in 2008 Aster Awards Program for excellence in medical marketing.

Honored for advertising excellence in the 2008 Aster Awards, **Healthcare Foundation Northern Sonoma County** received **2 GOLD** and **1 SILVER** recognitions for their Capital Campaign Brochure, Newsletter, and Phantom Ball Invitation, designed by **Mackenzie Digital Art** in this year's competition.

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

The 2008 Aster Awards consisted of approximately 3,000 entries from across America. Participant's entries competed 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.

**Healthcare Foundation Northern Sonoma County Healthcare Foundation Northern Sonoma County** and **Mackenzie Digital Art** are among the best in the nation for healthcare advertising expertise. . . specifically scoring in the **top 5% nationally**. It was an honor to have **Healthcare Foundation Northern Sonoma County** and **Mackenzie Digital Art** participate in the 2008 Aster Awards," said Melinda R. Lucas, Aster Awards Program Coordinator. "They exceeded the judges' expectations."

Entries in the Aster Awards were judged by a diverse panel of healthcare marketing experts. All winners are posted on the Aster Awards' web site [www.AsterAwards.com](http://www.AsterAwards.com), as well as published in **Marketing Healthcare Today**, a national healthcare marketing magazine.