



For Immediate Release
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“Treasuring Life” Campaign Captures Top Award

HOLLAND, OH – A television campaign – produced by Transcend Hospice Marketing Group for Treasure Coast Hospice in Stuart, Florida – was awarded First Prize in the film category of the 2008 Annual Photography/Writing/Film Contest hosted by the National Hospice & Palliative Care Organization (NHPCO).

The TV campaign, “Treasuring Life,” comprised three 30-second spots, each featuring a family member of a former Treasure Coast Hospice patient. Each spot also highlighted the unique branding of Treasure Coast Hospice and its distinct coastal Florida personality.

Judges honored the TV spots from among more than 250 entries for all categories in the NHPCO competition. The contest winners will be featured in the December issue of *Newsline/Insights*, NHPCO’s monthly newsletter.

“We’re delighted that our first TV campaign for Treasure Coast Hospice was recognized for excellence by NHPCO,” said Martha Vetter, president of Transcend. “More importantly, the spots are a key element in a campaign that’s generating positive results for our client.”

“Our thanks go to the Transcend team,” said Deborah Hurd, director of community relations, Treasure Coast Hospice. “They’ve helped us do some very compelling and effective pieces, and this award underscores that.”

The TV spots were produced by Susan Gdowik, creative director, Kristin Jordan, client liaison, Dan Tischler, copywriter for Transcend, and were filmed and edited by Jeff Jones Films.

About Transcend

Transcend Hospice Marketing Group is a division of R/P Marketing Public Relations, a full-service marketing public relations firm. With a seven-year track record of successfully promoting hospice care, Transcend is attuned to the distinct needs of marketing hospice organizations. Transcend currently serves clients in California, Florida, Indiana, Virginia and Ohio and is devoted 100% to tailoring its services to fit the brand, market and budget of each hospice client. For more information visit www.TranscendHospiceMarketing.com.

