**Draft News Release**

# September 28, 2023 Contact: Stephanie Buker

FOR IMMEDIATE RELEASE 573-893-3700, ext. 1387

(Local Contact)\_\_\_\_\_

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**HOSPITAL/HEALTH SYSTEM HONORED FOR EXCELLENCE**

**IN STATEWIDE COMPETITION**

(*Jefferson City, Mo*.) — \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Hospital/System has received statewide recognition for a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ project that the hospital/system produced this year to educate and inform community and area residents (or staff)

about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The Show-Me Excellence Awards, presented annually by the Missouri Association for Healthcare Public Relations and Marketing (MAHPRM), recognize high achievement and superb quality in advertising, marketing and public relations projects produced by hospitals and health care systems throughout the state.

The awards were presented at the MAHPRM Forum held in conjunction with Missouri Hospital Association’s convention. A statewide panel of public relations and marketing professionals judged the **105** entries in this year’s competition.

“We’re honored that the work of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Hospital/System has been selected to receive this statewide recognition,” said \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, hospital Chief Executive Officer.

The awards competition was established by MAHPRM in 1981 and is the only Missouri competition dedicated to hospital and health care public relations and communications efforts. With 23 categories, the competition included projects in media relations, advertising, publications, writing, photography, marketing and public relations.

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