

Press Release

Record Number of Awards in Competition Marketing Team Takes 11 Awards, 8 Hon. Mentions



The Blue Ridge HealthCare Marketing team led the pack in North and South Carolina's largest healthcare marketing, advertising and public relations competition, winning more awards than any other hospitals or health system across the two states.

A team of judges from Virginia rated Blue Ridge HealthCare's entries as tops in 10 categories ranging from news and feature writing to publications. The results earned BRHC a record total of eight Gold and Silver Wallie Awards in Marketing and three Silver Tusk Awards in Public Relations. BRHC captured nine gold awards out of the 30 presented at ceremonies held on November 20 in Asheville. Eight additional entries received Honorable Mentions from the judges.

With nearly 300 individual members, CHPRMS is the largest regional healthcare marketing organization in the country and is affiliated with the North Carolina Hospital Association and the South Carolina Hospital Association.

Wallie and Silver Tusk Awards are given annually at the CHPRMS fall conference to recognize excellence in healthcare public relations and marketing. Members compete in more than a dozen major categories.

2003 Gold CHPRMS Awards

- Audiovisual - "Service Award Video" by Tony Glenn,
- Newsletter - Internal Four or More Colors - "Bridges Employee Newsletter"
- Writing - Speech, Op-Ed Position Paper - "A Journey To Excellence" by Jerry Davis
- Writing - Feature Story - "Surviving Cancer" by Tony Glenn
- Writing - News Story - "Hallmark Services" by Jerry Davis
- Writing - News Story - "Pilates" by Tony Glenn
- Writing - News Story - "Benson Birthing Rope Story" by Tony Glenn
- Community Relations - "Bubbles & Friends" Handwashing Awareness Project by 2003 Marketing Intern
Melissa Manzo
- Physician Relations - "National Doctor's Day 2003"



The lively crowd at the 30th Annual CHPRMS Wallie and Silver Tusk Awards at the Grove Park Inn in Asheville.



The Blue Ridge HealthCare Marketing Team of Jerry Davis, Sam Murray and Tony Glenn (Not pictured - Dennis Oerly) proudly displays trophies won at the Carolinas Hospital Marketing and Public Relations Society (CHPRMS) annual meeting in Asheville.

2003 Silver CHPRMS Awards

- Single Audience Publications - "An Evening of Appreciation: Recognizing our Donors and Volunteers" by Sam Murray for the BRHC Foundation
- Writing - Feature Story - "Bravery on Two Fronts" by Tony Glenn

2003 Honorable Mentions

- Print Advertising - Single - "2003 National Nurses Week Ad"
- Writing - Feature Story - "SAIL Sudden Infant Loss Support Group" by Sam Murray
- Writing - News Story - "VNUS Closure" Tony Glenn
- Writing - News Story - "Kerwin Dula Respiratory Care Story" by Tony Glenn
- Community Relations - "2003 Cancer Survivors Day"
- Overall Marketing/Communications Programs - "Brand Identity"
- Brochures - Four or More Colors - Phifer Wellness Center Brochure
- Internal Relations - "Summerfest 2003"



Emcee and hostess on stage at the 2003 Wallies.