



PRESS RELEASE

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Pii's Creative Work Wins Aster Awards for Healthcare Clients

BLOOMINGTON, IL, August 20, 2013 — For the fifth consecutive year, Progressive Impressions International (Pii) and two of its clients are celebrating recognition received in the national Aster Awards competition.

Union Hospital, based in Elkton, Maryland, won a Silver Aster Award for its “Good Health” newsletter. Published quarterly, “Good Health” informs members of the community about new hospital services and technology, recognizes outstanding staff members, offers health news and tips, and advertises educational and health screening programs. Pii writes, designs and produces the newsletter.

Aspen Valley Hospital (AVH), in Aspen, Colorado, received a Silver Aster Award for its 2013 community calendar. Pii designs and produces the fully customized calendar. The calendar is especially popular for featuring inspirational quotes and photographs taken by the hospital’s staff in the Aspen community and throughout the world.

The Aster Awards Program recognizes the nation's most talented healthcare marketing professionals for excellence in advertising. Winning entries are judged by a panel of independent experts.

“It is an honor to do business with Union Hospital and Aspen Valley Hospital, especially when our collaborative efforts result in award-winning work,” said Jamie Huff, president of Pii. “We are proud of our long association with these clients (both have been clients of Pii for over 12 years), and we look forward to winning many more awards with them in the years ahead.”

About Pii:

Since 1993, Progressive Impressions International has been providing direct mail marketing with personalization for leading companies in insurance, financial services and health care. As one of the largest full-service direct marketing solutions providers, Pii builds integrated solutions that bring together the best of data segmentation techniques, applied through various communication channels and made available to distributed sales forces via an easy-to-use Web-based tool called Conductor. Pii solutions help companies achieve maximum marketing ROI. Digital print with variable content and personalization is a core competency for Pii. In addition, Pii offers a full range of commercial and specialty printing services.

Media Contact:

Mike Simpson, Vice President, Client Services
309.664.0444, ext. 6171
MSimpson@whateverittakes.com
www.whateverittakes.com