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Children's Hospital & Research Center Oakland Selected for National Award for Publications *Hospital Selected Among National and International Entries*

November 16, 2007 - Oakland, CA – Children's Hospital & Research Center Oakland is one of the winners of a 2007 international awards competition that recognizes outstanding creative achievement by marketing and communication professionals. Children's Hospital Oakland was selected for recognition in four categories: 1) magazine/non-profit; 2) marketing/promotion/calendar; 3) design, and 4) photography.

More than 5,000 entries from across the country and several foreign countries were submitted. The winners were announced by MarCom Awards. The goal of the competition is to recognize individuals whose talents exceeds a high standard of excellence and whose work serves as a benchmark for the industry. MarCom Awards is administered and judged by the Association of Marketing and Communication Professionals.

“These awards affirm what we have known for a long time,” said Mary Dean, senior vice president, chief strategic development officer. “The Communications team does an outstanding job in presenting the best of what we do here, and our publications are amongst the best in the field – they are true professionals.”

The hospital's internal Communications staff includes Debbie Dare, senior graphic designer, Tom Levy, senior writer and Gary Turchin, director of public relations. They received the MarCom Awards' platinum award, which is the organization's highest honor for the hospital's magazine and a promotional calendar. In addition, they were selected as gold winners for design and received an honorable mention for photography.

The winners were selected from over 200 categories in seven forms of media and communications efforts including marketing, publications, marketing/promotion, public service/pro bono, creativity and electronic/interactive.

About Children's Hospital & Research Center Oakland, CA

Children's Hospital & Research Center Oakland is Northern California's only freestanding and independent children's hospital. Children's is the leader in many pediatric specialties including neonatology, cardiology, neurosurgery and intensive care. The hospital is a designated Level 1 pediatric trauma center and has the largest pediatric critical care facility in the region. Children's Hospital has 190 licensed beds, 201 hospital-based physicians in 31 specialties, more than 2,611 employees and an operating budget of \$312 million. Children's research arm, Children's Hospital Oakland Research Institute, has approximately 300 staff members and an annual budget of more than \$49 million. The National Institutes of Health is the research institute's primary funding source. The institute is a leader in translational blood diseases, developing new vaccines for infectious diseases and discovering new treatment protocols for previously fatal or debilitating conditions such as cancers, sickle cell disease and thalassemia, diabetes, asthma, HIV/AIDS, pediatric obesity, nutritional deficiencies, birth defects, hemophilia and cystic fibrosis.

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