



RUSSELL HERDER

FOR IMMEDIATE RELEASE

RUSSELL HERDER CAPTURES THREE ASTER AWARDS
Agency Recognized for Excellence in Medical Marketing

MINNEAPOLIS – May 5 – Minneapolis-based marketing communications firm Russell Herder proudly announced today that it is the recipient of three Aster Awards.

With a score of 100 percent, the agency received a prestigious Judge’s Choice Award for their “Save This Brain” work with the Hennepin County Medical Center. The Judge’s Choice Award was issued to only 10 of more than 3,000 entries.

The agency also received a Gold Award in the TV/Video Advertising – Series category for the “I Don’t Wanna Go” television campaign it created for Hendricks Regional Health in Danville, Ind.

In addition, the agency received a Silver Award in the Poster/Display – Single category for its “Gambling Can Be a Real Addiction” work for the Minnesota Department of Human Services.

ABOUT THE ASTER AWARDS

The Aster Awards, one of the largest competitions of its kind, is hosted by Marketing Healthcare Today and Creative Images, Inc. This elite national program recognizes outstanding healthcare professionals for excellence in their advertising/marketing efforts.

ABOUT RUSSELL HERDER

Russell Herder is an independent marketing communications firm providing award-winning advertising, public relations, interactive, research and media services for a roster of national clients. For more information visit russellherder.com or contact Dan Domagala at 612.455.2366 or ddomagala@russellherder.com.

###