



News Release

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### **Hospital wins eight national advertising awards**

For Immediate Release

**(COLUMBUS, Neb.)** – Columbus Community Hospital recently received national recognition for its marketing efforts in the 2022 Aster Awards.

The hospital won eight awards, including six gold and two bronze.

The Aster Awards is one of the nation's most elite competitions dedicated to recognizing talented health care marketing professionals for outstanding excellence in advertising, marketing and communications. A diverse panel of industry experts judges winning entries. A Best of Show trophy, Judge's Choice trophies, and gold, silver and bronze certificates are granted to winning entries exemplifying excellence. Winning entries must score in the top tiers amongst similar-sized organizations.

The hospital received awards for the following campaigns:

- Gold: Radio — My life depends on it!
- Gold: Special events — Eggsperience Easter Egg Hunt
- Gold: Newspaper advertising series — Get Your Joint Back
- Gold: Magazine advertising series — We get you!
- Gold: Calendar — 2022 at Columbus Community Hospital
- Gold: Billboard — Columbus Psychiatry Clinic: Courage
- Bronze: Total Advertising Campaigns — Columbus Psychiatry Clinic: Courage
- Bronze: Newsletter — Rehab Report (Fall 2021)

For more information on the hospital's programs and services advertised in the winning entries, visit [columbushosp.org](http://columbushosp.org).

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