



News Release

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Date: February 8, 2020

**Columbus Community Hospital Wins 13 Awards, Including Best of Show,  
at 17th Annual Service Industry Advertising Awards**

For Immediate Release

**(COLUMBUS, Neb.)** – Columbus Community Hospital recently won 13 awards, including Best of Show at the 17th Annual Service Industry Advertising Awards.

The Service Industry Advertising Awards recognize the advertising excellence of service industry providers. More than 500 advertising agencies and 715 institutions participated in this year’s competition and more than 1,600 entries were submitted.

A panel of judges reviewed every entry for execution, creativity, quality, consumer appeal and overall breakthrough advertising content. The judges then awarded 121 gold awards, 74 silver awards, 54 bronze awards and six Best of Show awards for their outstanding creative execution.

CCH received a Best of Show award for its Little Hats, Big Hearts social media campaign it created with Midwest Marketing Services. It also won three gold awards, three silver awards, two bronze awards and five merit awards.

“Our marketing team works hard to create advertising materials that connect with our community members and inspire them to take advantage of our services, so it’s nice to have that work recognized by a respected organization like the SIAA,” said Amy Blaser, CCH vice president of Physician Relations and Business Development.

Below is a full list of CCH’s Service Industry Advertising Awards:

<b>Award</b>	<b>Campaign/Advertisement</b>	<b>Advertisement Category</b>
Best of Show/Gold	Little Hearts, Big Hearts	Social Media



Gold	Housecall – Summer 2019	Publication
Gold	2018-2019 Annual Report	Annual Report
Silver	Hip, Hip Hooray!	Newspaper Advertising - Single
Silver	Mike’s Weekly Update	Newsletter
Silver	2020 Calendar	Calendar
Bronze	Too Much Sun?	Magazine Advertising- Single
Bronze	Employment at Columbus Community Hospital	Special Video
Merit	Housecall – Fall 2019	Publication
Merit	Mako Robotics	Direct Mail
Merit	Turn Mom into WOW	Outdoor Advertising
Merit	Safety in Football	Special Video
Merit	Total Breast Care	Total Advertising Campaign

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