**FOR IMMEDIATE RELEASE**

**(INSERT DATE HERE)**

**ISHMPR Recognizes Pinnacle Award Winners at Annual Fall Conference**

The Illinois Society for Healthcare Marketing and Public Relations (ISHMPR) honored marketing, public relations and communications professionals from across the state at its *2021 Fall Conference* *and Pinnacle Awards* held October 14-15, 2021.

ISHMPR membership is open to marketing, communications, and public relations professionals from hospitals statewide. The Annual Conference offers the opportunity for professional networking and educational presentations by nationally recognized healthcare marketing professionals.

In conjunction with the Annual Conference, ISHMPR sponsors the Pinnacle Awards to recognize excellence and achievement in healthcare marketing and public relations. Entries are judged on their own merit in accordance with established criteria for project planning, implementation and overall results.

**(INSERT HOSPITAL NAME) was recognized with the following awards:**

Award of Excellence: **(Insert Award Category, Project Title and Project Team Member Names)**

Award of Merit: **(Insert Award Category, Project Title and Project Team Member Names)**

Honorable Mention: **(Insert Award Category, Project Title and Project Team Member Names)**

For a complete list of Award Winners as well as the “Best in Show” Announcement, visit ISHMPR on the web at [www.ishmpr.org](http://www.ishmpr.org).

**About ISHMPR**

As an affiliate of the Illinois Hospital Association (IHA), the Illinois Society of Healthcare Marketing and Public Relations (ISHMPR) is a group of healthcare marketing and communications professionals dedicated to offering networking, recognition and educational opportunities for professionals in the fields of healthcare public and community relations, marketing and affiliated services. Founded in 1973, the Society is made up of professional healthcare communicators from a variety of disciplines. Membership is open to all healthcare marketing professionals across the state. For more information, visit [www.ishmpr.org](http://www.ishmpr.org).

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