

By: Torres

H.R. No. 34

R E S O L U T I O N

1 WHEREAS, The marketing and community relations department of
2 Driscoll Children's Hospital in Corpus Christi has been honored
3 with three 2011 Aster Awards; and

4 WHEREAS, Presented by the national magazine *Marketing*
5 *Healthcare Today* and Creative Images, a health care marketing firm,
6 the awards recognize excellence in medical marketing and
7 advertising; the 2011 competition received approximately 3,000
8 entries from across the United States, Canada, and South America;
9 and

10 WHEREAS, Driscoll Children's Hospital serves 31 counties in
11 South Texas, and its 250 doctors annually treat more than 130,000
12 youngsters; tasked with communicating the mission of the hospital
13 to the public, the skilled staff of the marketing and community
14 relations department was recognized with two gold Aster Awards, as
15 well as a silver Aster Award, for three different innovative
16 promotions; and

17 WHEREAS, One gold Aster went to Driscoll's 2011 calendar, "A
18 Driscoll Scrapbook," which featured photographs of smiling
19 patients on colorful backgrounds, and the other went to a physician
20 recruitment product consisting of a t-shirt folded in the shape of
21 the state of Texas with a label showing all the cities in which
22 Driscoll has a facility; the silver Aster was awarded for banner ads
23 displayed on Corpus Christi buses that promoted the Driscoll
24 Auxiliary's 2010 holiday cards and gifts; and

1 WHEREAS, The marketing and community relations department
2 plays an important role in furthering the mission of Driscoll
3 Children's Hospital, and its receipt of these impressive awards is
4 a testament to the creativity and drive of the department's staff;
5 now, therefore, be it

6 RESOLVED, That the House of Representatives of the 82nd Texas
7 Legislature, 1st Called Session, hereby congratulate the marketing
8 and community relations department of Driscoll Children's Hospital
9 on winning three 2011 Aster Awards and extend to all those
10 associated with the department sincere best wishes for continued
11 success; and, be it further

12 RESOLVED, That an official copy of this resolution be
13 prepared for the department as an expression of high regard by the
14 Texas House of Representatives.