

Press Release Information Sheet

The Aster Awards, one of the largest national competitions of its kind, is hosted by **Marketing Healthcare Today Magazine** and Creative Images, Inc. This elite program recognized outstanding healthcare professionals for excellence in their advertising/marketing efforts for the calendar year 2016.

The 2017 Aster Awards received nearly 3,000 entries from across the United States as well as several foreign countries. All entries are reviewed by a panel of industry experts and are scored on multiple criteria with a possibility of 100 total points. Participant's entries competed against similar-sized organizations in their specific groups and categories.

Awards were issued for entries that received top marks from judges placing them in the top 16% of the nation for advertising excellence. Judging criteria included creativity, layout and design, functionality, message effectiveness, production quality and overall appeal.

"It's exciting to see how the quality and creativity of the work submitted increases each year. The 2017 Aster Awards program brought together some of the best and most creative advertising in the world," said Melinda Lucas, Aster Awards Program Coordinator.

All winners are currently posted on the Aster Awards website (www.AsterAwards.com), as well as published in **Marketing Healthcare Today**, a national healthcare marketing magazine.

Thanks to everyone who participated in this year's competition. Congratulations to all the winners of the 2017 Aster Awards!

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Best of Show – Only 1 issued in 2017

Judges Choice – Score of 100% (only 8 issued in 2017 – top 1%)

Gold Awards – Score of 95 to 99 (top 5% in the nation)

Silver Awards – Score of 90 to 94 (top 12% in the nation)

Bronze Awards – Score of 85 to 89 (top 16% in the nation)