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For Immediate Release

Region's Hospital Association Recognized for Marketing Excellence by International Organization

Web-based initiative offers clearinghouse of resources for veterans

(Newburgh, NY . . . January 15, 2013) Assisting our veterans with their health care and employment needs is an important priority of the Northern Metropolitan Hospital Association (NorMet) and its member hospitals located throughout the Hudson Valley. NorMet's work in this effort was recently commended with a 2012 Gold Level MarCom Award, presented by the Association of Marketing and Communications Professionals. NorMet was recognized for its Vet Connect program, a web-based initiative to raise awareness about the employment, health, and resource needs of veterans in the Hudson Valley – particularly returning veterans.

The Vet Connect Campaign, launched in July 2012, continues as a collaborative effort among the senior public affairs/human resource directors at each of NorMet's member hospitals and NorMet's communications department. The web-based initiative underscores hospitals' recognition of the extraordinary service veterans have made to this country and hospitals' commitment to assisting veterans with their employment and health care needs. Once the Vet Connect icon is clicked, visitors are brought to interior pages that provide direct links to hospitals' job banks, military skills translation assistance, and health care career training programs for veterans.

The MarCom Awards is an international competition that recognizes outstanding creative achievement by marketing and communications professionals. With its emphasis as a one-click, easy-to-use resource, Vet Connect was recognized for excellence in the specialty web portal category.

"Society has a mandate to assist and honor our selfless veterans in all ways possible," said Kevin Dahill, president/CEO of NorMet. "The Vet Connect program is one way hospitals in the Hudson Valley region can do that."

Go to www.normet.org to access the Vet Connect program.



The Northern Metropolitan Hospital Association represents the not-for-profit and public hospitals in Westchester County and in the six other counties that comprise the lower and mid-Hudson region.

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