



Boelter + Lincoln

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FOR IMMEDIATE RELEASE

**BOELTER + LINCOLN NAMED LEAD MARKETING AGENCY
FOR MINISTRY HEALTH CARE**

MILWAUKEE (Feb. 22, 2010) – Ministry Health Care has named Boelter + Lincoln as its lead agency for marketing, advertising and public relations.

“Boelter + Lincoln is a great fit for us,” said Dennis Kepchar, Ministry Health Care’s vice president for marketing, public relations, and communications. “They have extensive experience marketing to our demographic targets and in our key markets and the creative approach they proposed was very much in sync with our patient-oriented positioning.”

Boelter + Lincoln will assist Ministry in a variety of communications disciplines, including advertising, public relations and social media. Consumers in central and northern Wisconsin will start to see the new print, broadcast and online advertisements in May.

Ministry Health Care is a mission-driven, integrated health care system of clinics and hospitals, primary and specialty care physicians, home care and related services across Wisconsin and into Minnesota. As a Catholic organization, its mission is to use its core values of presence, service, vision and justice to create a patient-centered experience. Additional information on Ministry Health Care can be found at <http://ministryhealth.org>.

Boelter + Lincoln is a full-service marketing communications firm with more than 30 years of award-winning experience. Additional information on Boelter + Lincoln can be found at <http://boelterlincoln.com>.

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