



## NEWS RELEASE

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**CONTACT:** Lisa Ninmer  
414-319-5700  
lisaninmer@zizzogroup.com

### **ZIZZO GROUP ADVERTISING AND PR PARTNERS WITH CHICAGO-BASED ADVENTIST MIDWEST HEALTH**

**MILWAUKEE (August 12, 2009)** – Zizzo Group Advertising and PR (ZGA+PR); the region's most fearless, results-driven, integrated marketing firm; has announced the launch of a healthcare community outreach and communications program for Chicago-based Adventist Midwest Health (AMH).

Adventist Midwest Health includes a network of four not-for-profit hospitals and outpatient-based healthcare facilities serving Chicago's western and southwestern suburbs. ZGA+PR is working with Adventist Midwest Health on a comprehensive media program, *Keeping Chicago Well*, that will aid the system's hospitals in branching out to the Chicago area on a more personal level by bringing healthcare information from local doctors to the community through print, television and a 24/7 dedicated Web site, [www.keepingchicagowell.com](http://www.keepingchicagowell.com). The Keeping Chicago Well program will build upon Adventist Midwest Health's current community outreach initiatives, which include community health fairs and events, health screenings and physician lectures.

Adventist Midwest Health began working with ZGA+PR for this engagement in part based on the firm's experience creating similar but customized programs for healthcare systems across the country. ZGA+PR and AMH partnered with the Tribune Media Group, which includes the *Chicago Tribune*, WGN/CLTV and the Triblocal weekly newspaper to provide an integrated blend of media outlets, and co-branded partnership for Adventist Midwest Health's community outreach efforts.

"We saw a unique opportunity to provide the communities we serve with health care information from doctors who practice medicine in the same communities" said John Ruhl, Associate Vice President for Marketing at Adventist Midwest Health. "We are pleased to partner with Zizzo Group Advertising and PR and further our efforts to help people live more abundant lives by providing relevant health care information and services.

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## **ZGA+PR Partners with Chicago-based Adventist Midwest Health, Page 2**

“Adventist Midwest Health’s commitment to the education and well-being of residents in the greater Chicago community is unparalleled,” said Anne Zizzo, President and CEO of ZGA+PR. “We look forward to partnering with them and informing greater ‘Chicago land’ about the benefits of living a healthier life, and how Adventist Midwest Health can help.”

### **About Adventist Midwest Health**

Adventist Midwest Health is an integrated health care delivery network of not-for-profit hospitals and outpatient-based health care facilities in Chicago’s western and southwestern suburbs, including a critical access hospital and skilled care nursing facility in central Wisconsin. As a mission-based organization, Adventist Midwest Health is grounded in taking a holistic “whole-person” approach to wellness and health care, providing medical and spiritual support to the Chicago community for more than 100 years.

### **About Zizzo Group Advertising + PR**

Zizzo Group Advertising and PR (ZGA+PR) is the region’s most fearless, results-driven, integrated marketing communications agency. In providing counsel to a wide range of regional and national business-to-business and consumer clients, the firm creates programs that drive business and measureable results. The firm specializes in advertising, public relations, strategic media planning and buying, branding, marketing, research, online and social media, creative services and health care marketing.

A Future 50 Company and a top-10 Milwaukee-area advertising agency, ZGA+PR represents many leading brands, including Cox Communications, Disney Broadcasting, Faith Technologies, Fifth Third Bank, Hearst Corporation, Hospital Corporation of America, Journal Communications, Marquette University, Media General, The Midwest Airlines Center, The Milwaukee Brewers, Mount Auburn Hospital, Park Nicollet Health Services, Tribune Company, The University of Toledo and U.S. Cellular. ZGA+PR has been recognized as one of Milwaukee’s “Best places to work” by Milwaukee Magazine. For more information, visit [www.zizzogroup.com](http://www.zizzogroup.com).

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