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**Local Marketing Firm Wins National Award**

**Coeur d'Alene, Idaho – May 13, 2008** – Range has been recognized for outstanding achievement in marketing healthcare for their work with a local hospice center, Hospice of North Idaho.

The annual Aster Awards judges healthcare organizations and advertising agencies for their work in marketing, pitting similarly sized competitors from across the globe against each other. Having received a Silver Medal in the Total Advertising Campaign category, Range was one of the few regional companies given an award, and the only one in Idaho.

“We are very happy to have received recognition for this project,” said Eden Moreland, co-founder of Range and campaign director after hearing news of their award. “It is a very direct campaign with three primary goals: To create dialog about Hospice of North Idaho, to differentiate from other for-profit groups new to the area, and to educate the community regarding the full scope of services and impact that Hospice of North Idaho has on the people they serve.”

The Aster Awards program was established to recognize talented healthcare marketing professionals for excellence in advertising. Winners are chosen by a panel of experts, and are published in the June issue of Marketing Healthcare Today, a monthly national magazine.

Range is a boutique, integrated brand and marketing firm with a client list that includes Fortune 500 companies and organizations from around the world. To learn more go to [www.rangeus.com](http://www.rangeus.com). For more information about the Aster Awards visit [www.asterawards.com](http://www.asterawards.com).

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