



NEWS RELEASE

FOR IMMEDIATE RELEASE

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ZIZZO GROUP ADVERTISING AND PR PARTNERS WITH SAINT JOSEPH'S HOSPITAL OF ATLANTA

MILWAUKEE – (April 21, 2010) – Zizzo Group Advertising and PR (ZGA+PR) -- the region's most fearless, results-driven, integrated marketing firm -- has announced a new health care community outreach and communications program for Saint Joseph's Hospital of Atlanta.

Recognized as one of the top specialty-referral hospitals in the southeast, Saint Joseph's is a leader among Georgia health care providers in cardiac, neurologic, vascular, gastrointestinal, respiratory, orthopedic and cancer care. ZGA+PR is working with Saint Joseph's on a comprehensive health education and awareness program called *Atlanta Health Experts*. By bringing health care information from local doctors to the community through print, television, radio and a 24/7 dedicated Web site, www.atlantahealthexperts.com, the program is aiding the hospital in branching out to metro-Atlanta on a more personal level. The *Atlanta Health Experts* program complements Saint Joseph's community outreach initiatives, which include community educational events, health screenings and classes.

Saint Joseph's began working with ZGA+PR for this engagement in part based on the firm's experience creating similar but customized programs for health care systems across the country. ZGA+PR and Saint Joseph's partnered with the *Atlanta Journal Constitution*, WSB-TV and WSB-AM on the co-branded partnership to deliver an integrated blend of media outlets for Saint Joseph's community outreach efforts.

"We saw a unique opportunity to provide the metro-Atlanta area with comprehensive health resources for research, prevention, treatment and more from local, dedicated doctors" said Allison Hager, Director of Marketing and Public Relations at Saint Joseph's. "We are pleased to partner with Zizzo Group to expand our efforts to improve the lives of Atlanta residents."

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"Saint Joseph's has built a reputation as a leading health care provider and a well-established member of the community that sincerely cares about the people it serves," said Anne Zizzo, President and CEO of ZGA+PR. "We are excited to help expand their efforts to educate metro-Atlanta residents about how Saint Joseph's and its experts can help enhance their well-being."

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 works with many leading brands, including Cox Communications, Fifth Third Bank, Hearst Corporation, 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.

About Saint Joseph's Hospital of Atlanta

Founded by the Sisters of Mercy in 1880, Saint Joseph's Hospital of Atlanta is now a 410-bed, acute-care hospital recognized as one of the leading specialty-referral hospitals in the Southeast. Saint Joseph's is the region's premier provider of cardiac, vascular oncology and orthopaedic services and home to the most comprehensive minimally invasive robotic surgery program in the world. Saint Joseph's is one of the 50 top hospitals and one of the few hospitals in the world to receive Magnet Recognition for Nursing Excellence. Saint Joseph's medical staff is comprised of over 750 physicians.

Saint Joseph's Health System is based in Atlanta and has several subsidiaries including indigent care services, employed physician group, a 25-bed critical access hospital in Greensboro, GA, and research facilities. Sponsored by the Sisters of Mercy, Saint Joseph's is a member of Catholic Health East. For more information, please visit www.saintjosephsatlanta.org.

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