



*This press release was provided for Adventist Hospital as it launched new services in a specific area and brought on a number of new people. Each press release was recommended to specific publications based on suitability of audience.*

## **Press Release**

FOR IMMEDIATE RELEASE

XXXXX XXXXX

Work telephone

Home telephone

Fax number

### **Adventist Hospital gains a new face!**

MONTH DAY, YEAR, Hong Kong

To promote their advanced services, the board of directors of Adventist Hospital has announced the addition of Helen Hsiu to the newly created position of Director of Public Relations and Development effective immediately.

Hsiu was selected for this position from among 100 candidates based on a very impressive educational career, said Peter Jones, president of Adventist Hospital's board of directors,

"We also felt that Helen handled herself in a very mature manner in the interviews. The job is a new position and calls for someone capable not merely of handling public relations tasks and responsibilities, but also starting and carrying out a new development plan for the hospital."

Hsiu was honored upon graduation from City University of Hong Kong with a Summa Cum Laude for excellent academic performance, receiving a BA in English for Professional Communication.

In addition, Hsiu said she was editor of the school newspaper for two of the four years spent at the school and has volunteered at the hospital for the past three years.

Hsiu's responsibilities will include presenting new information regarding the hospital to the public as well as creating a new development plan for the promotion of new services such as the hospital's recently added hi-tech heart unit to its specialist heart care service in addition to the hospital's already outstanding outpatient and maternity services.

"I really wanted to work at Adventist Hospital because the hospital is so unique," Hsiu said. "The round shape of its buildings sets it apart at first sight, but they also work to provide a more home-like setting for healthcare services and promote preventative medicine through healthful living."

Founded in 1971, Hong Kong Adventist Hospital embodies the pioneering Christian medical spirit of its founders. It currently has 105 beds with future expansion plans to more than 150 beds. A well-established, non-profit institution, the Hong Kong Adventist Hospital does not receive any government subsidy, nor aid from the Community Chest. It is owned by the Seventh-day Adventist church organization, and it is part of the network

known as Adventist Health Services Asia. All revenues come from patient services. Revenues in excess of expenses are reinvested into the hospital for updating equipment and facilities, or to expand into new services.

### **Suggested recipients:**

#### Newspapers:

South China Morning Post – One of the largest, most read English newspapers distributed in the area.

Hong Kong Standard – Covering business news and other important items, this is another important English newspaper to help disseminate information.

Ming Pao Daily – This paper will help distribute the news to the Chinese readers in a wide area.

Sing Tao Daily – This newspaper is widely read and publishes items of interest to the Chinese-speaking business community.

#### Magazines:

Hong Kong Magazine – A free English magazine for Expatriots in Hong Kong, this magazine would be an excellent choice to get news to English-speaking residents.

Next Magazine – Known for providing up-to-date information important to its readers, this would help reach some of the more trendy Chinese-speaking residents of the city.

Health Magazine – Geared directly for people who would be interested in Adventist Hospital services, this free Chinese magazine is ideal for hospital news.

#### Radio:

RTHK

Commercial Broadcasting Company

Metro Broadcasting

#### TV:

TVB – they have a health channel that would be ideal for hospital releases

ATV

Cable T