



NEWS RELEASE  
FOR IMMEDIATE RELEASE

Contact:

Andra Davidson

303.399.8111

andra@thinkingdavis.com

**Davis Branding & Marketing Wins Gold  
Denver Branding, Advertising and Marketing Firm Awarded Three Gold  
“Asters” in National Competition**

DENVER, COLO. (May 11, 2010) — Davis Branding and Marketing, a Denver-based, independent, women-owned, marketing, advertising and branding firm, announced today it has been honored with three gold Aster Awards for work on behalf of its client, Centura Health. The Aster Award Program is an elite competition recognizing the nation’s most talented healthcare marketing professionals for outstanding excellence in advertising.

The first award, in the category of Internal Advertising Campaign, was for Centura Health at Home. The internal campaign was created to celebrate and create awareness around the combination of two Centura Health teams under the Health at Home division. Specific campaign elements included a unique URL with employee prize opportunities, Health at Home kick-off events and themed give-aways to Centura executives and associates.

The second and third awards were both for Littleton Adventist Hospital. In the category of Direct Mail, Davis created a three-part direct mail piece designed to raise awareness of the hospital's comprehensive back and spine services. Davis was also recognized for its work with Littleton Adventist Hospital's Center for Endocrinology and Diabetes to create a series of messages (ads and floor-clings) to educate consumers about the health benefits of reducing their body mass index.

"Each of these campaigns engaged target audiences by bringing a sense of humor to subjects like body mass index, that can often be overwhelming," said Andra Davidson, partner, Davis Branding & Marketing. "Collaborating with great healthcare organizations is our passion – we're thrilled when campaigns like these really make an impact on the community."

For more information about the Aster Awards, visit [www.asterawards.com](http://www.asterawards.com).

#### About Davis Branding and Marketing

As an independent, women-owned, marketing, advertising and branding firm, Davis Branding and Marketing has created award-winning campaigns and advertisements for prominent Colorado education, healthcare and non-profit organizations. Recognized for unparalleled collaboration, innovative ideas, and radiant creativity, Davis is proud to have served the Denver community for more than twenty years. For more information visit: [www.thinkingdavis.com](http://www.thinkingdavis.com), or call 303.399.8111.

###