



NEWS

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Perry Ballard Incorporated Given Berrien County 2008 Friend of Public Health Award

ST. JOSEPH, Mich. — Perry Ballard Incorporated (PBI) recently was awarded the 2008 Friend of Public Health Award (<http://www.berriencohlthdept.org/friend.htm>) by the Berrien County Health Department. The award gives recognition to outstanding, significant and innovative activities and accomplishments by an individual, agency or other entity in furthering the principles of public health and the mission of the health department. PBI is the ninth recipient since the award was started in 2000.

Berrien County Health Department Chairman Duane McBride cited PBI's 10 years of work on the county's public health campaigns. PBI's strategic and creative marketing solutions included the award-winning "Drive Hammered. Get Nailed." reduce drunk driving campaign beginning in 1998, "A Woman Killer Is Stalking Berrien County" cervical cancer awareness campaign in 2003, "HeadsUp!" household safety campaign in 2004 and "Raising Up Healthy Babies" reduce infant mortality campaign in 2005.

"The 'Drive Hammered. Get Nailed.' campaign is one of the most recognized campaigns in the county," said McBride. "Although we can't tie the campaign materials directly to the county's steadily declining drunk driving arrests since 1998, we know it had an impact."

After receiving the 2008 Friend of Public Health Award, PBI President Gary Tipton said, "We help all of our clients achieve success through our communication insights and strategic marketing. But there's deep satisfaction when your ideas save lives in the community. It's an honor to work on the health department campaigns."

PBI provides strategic marketing and communication services and is a member of the American Association of Advertising Agencies. Staff memberships include the American Marketing Association, American Advertising Federation and Society for Technical Communications. For more information, call 1-800-800-9547 or visit <http://www.perryballard.com>.