



NORTHUMBERLAND HILLS HOSPITAL

inspiring strength, dignity and compassion

NEWS RELEASE – FOR IMMEDIATE RELEASE

NHH launches “Values in Action” photography contest in lead up to 5th anniversary celebrations this fall

NORTHUMBERLAND COUNTY, Monday, July 21, 2008 – Photographers across Northumberland are invited to take part in NHH’s second photography contest. The contest, modeled after a similar event in 2003, aims to add to the hospital’s collection of people-focused, black and white images on display both within the hospital and in externally-focused promotional material.

The theme for the 2008 contest is Values in Action. Winning photos (10 in total) will successfully depict people in the community demonstrating one or more of NHH’s five corporate values:

- Teamwork
- Compassion
- Respect
- Integrity
- Excellence

“NHH’s first photography contest was held in 2003 with excellent results,” said Joan Ross, President and CEO. “Many of the black and white images submitted from community members at that time are still in use throughout our hospital, including those shown on banners hanging over the Main Street Bistro. While we will continue to use these excellent pictures of people from the community, we want to update our image bank and build on the photography available for use in our promotional materials.”

An opportunity for local photographers to put their “mark” on their hospital, submissions are encouraged from professionals and amateurs alike. Winners will be selected by a panel of judges comprised of community members and hospital staff in late August. Winning submissions will be unveiled at the 5th anniversary celebrations in late September and winners will be notified prior to the public announcement. Among the first uses of the winning images will be a 5th anniversary calendar, now in development in partnership with the *Cobourg Star/PH Evening Guide*.

Participant instructions:

The deadline for entries is Tuesday, August 19. While participants are encouraged to submit as many black and white photos as they like, all entries must be accompanied by the category under which the image is entered and the name, complete mailing address, telephone and email address (if applicable) of the photographer. Entries will be accepted in digital format only, in 300 dpi jpeg files. Submissions should be submitted on a disk to: “Values in Action” Photography Contest, c/o NHH Communications, Northumberland Hills Hospital, 1000 DePalma Drive, Cobourg, ON K9A 5W6 or hand-delivered to the NHH Inquiry Desk during business hours. Participants who prefer to email their submissions are asked to send their photos to jgillard@nhh.ca noting Values in Action Photography Contest in the subject line. Only one photo submission is advised per email, as the size of the files required will not permit email entries with multiple photos.

Rules and regulations:

NHH reserves exclusive publication rights of winning images in its publications (printed and electronic) as well as for possible future use in promotional materials. Contestants must own all rights to the works submitted and be prepared to demonstrate written permission from the subjects whose images are shown. Submission of photos for consideration constitutes agreement with the rules and regulations as stated above. PLEASE NOTE: PRIVACY ISSUES MUST BE CONSIDERED BY ALL PARTICIPANTS. CAMERAS MUST NOT BE USED ON HOSPITAL PREMISES WITHOUT APPROPRIATE CONSENT AND PERMISSION.

For more information, please contact Jennifer Gillard at 905-377-7757 or jgillard@nhh.ca

About Northumberland Hills Hospital – The Northumberland Hills Hospital (NHH) is located approximately 100 kilometres east of Toronto. The 137-bed acute care hospital delivers a broad range of services, including emergency and intensive care, medical/surgical care, complex/long-term care, rehabilitation, palliative care and obstetrical care. A variety of ambulatory care clinics are also offered at NHH. In addition to these, NHH also sponsors a Community Mental Health Centre and an Assertive Community Treatment Team. The hospital serves the catchment area of west Northumberland County. A mixed urban and rural population of approximately 60,000 residents, west Northumberland comprises the Town of Cobourg, the Municipality of Port Hope and the townships of Hamilton, Cramahe and Alnwick/Haldimand. NHH employs close to 600 people and relies on the additional support provided by physicians and volunteers. NHH is an active member of the Central East LHIN. For more information, please visit www.nhh.ca.