



HOSPITAL EMPLOYEES' UNION

NEWSLETTER

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HEU ad takes gold at top international awards ceremony

An HEU radio spot on the challenges faced by B.C. families looking for long-term care has won a top international advertising award.

“Every Call” received a gold award in the International Public Affairs category by the American Association of Political Consultants at the “Pollies” award ceremony in Phoenix over the weekend.

The “Pollies” are the Academy Awards of political advertising. In 2004, HEU took second place in the International Television category for the TV ad “Disturbing Results.” In 2006, HEU received an Honourable Mention in the same category for “Closed” – our pre-election ad featuring a rolling list of hospital closures.

But this is the first time HEU’s claimed top spot in a Pollie award category.

“Every Call” was part of HEU’s pre-election Stand Up for Seniors’ Care campaign and ran in late January 2009.

You can listen to it in the Media Room on the HEU website, and you can find out more about the Pollies at <www.theaapc.org>.

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