



## Froehlich Communications, Inc.

309 Court Avenue, Suite 234  
Des Moines, Iowa 50309  
Telephone (515) 699-8502  
Fax (515) 699-8503  
sales@froehlichcomm.com

## NEWS RELEASE

FOR IMMEDIATE RELEASE

**Contact:** Scott Froehlich  
Froehlich Communications, Inc.  
Telephone: 515-699-8502  
scott@froehlichcomm.com

# Des Moines advertising firm honored for broadcast creative excellence

## *'Discover MMSC' television commercial receives two Iowa awards*

DES MOINES, IOWA—(August 11, 2009)—Froehlich Communications, Inc. (FCI), a Des Moines-based advertising and public relations firm, recently received two awards for a 30-second television commercial created for Marshalltown Medical & Surgical Center (MMSC). The awards include:

- **2009 Central Iowans in Radio and Television (CIRT) Electronic Media Awards** — Best in Category, Health and Personal Care, Production Under \$5,000.
- **2009 Iowa Motion Picture Association Awards** — Award of Achievement, Commercial/Production Under \$5,000.

The winning commercial is one in a series of nine spots produced on behalf of the hospital. FCI served as the creative and media buying agency for the campaign. WHO-TV in Des Moines provided production services.

### **ABOUT FROEHLICH COMMUNICATIONS, INC.**

FCI is a Des Moines, Iowa-based team of professionals providing advertising, public relations, marketing and design solutions to clients in the business-to-business, consumer, health care, financial and non-profit sectors. The agency was founded in 1985. Additional information is available at [www.froehlichcomm.com](http://www.froehlichcomm.com).

### **ABOUT MARSHALLTOWN MEDICAL & SURGICAL CENTER**

MMSC is a 125-bed acute care hospital with a state-of-the-art Diagnostic Imaging Department, Cardiac Catheterization Lab and Rehabilitation Center. More than 60,000 residents depend on MMSC for a wide variety of health care services, around the clock emergency care and a host of outreach programs designed to meet the health care needs of the community. Additional information is available at [www.everydaychampions.org](http://www.everydaychampions.org).