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NEWS RELEASE
For Immediate Release

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Nation's Best Consumer Health Information Materials Recognized By 23rd Annual National Health Information AwardsSM Program

Libertyville, IL—The nation's best consumer health information programs and materials produced in 2015 have been announced following the 23rd annual *National Health Information Awards* (NHIA) program held in late spring, 2016. Entries were submitted by a wide variety of leading organizations in the consumer health field. This awards program, the most comprehensive competition of its kind, is organized by the Health Information Resource CenterSM, a national clearinghouse for consumer health information programs and materials. See a complete list of 2016 winners and judges at healthawards.com/2016winners.

The judges, a panel of health information experts, selected gold, silver, bronze and merit winners. Entries included brochures, audio/video, newspaper and magazine articles, books, and other media from hospitals, publishers, ad agencies, trade associations, etc. According to Patricia Henze, Executive Director of the Health Information Resource Center, these awards set an industry standard of quality for consumer health materials, and this 'seal of quality' helps health professionals find the best consumer health information resources for their programs.

All Gold Award recipients, which represent the top five percent of all entries, were reviewed by a special panel of judges for the Best of Show Award. The 2016 Best of Show Prize winners are AARP The Magazine for "*Feel Great Right Now!*," Booster Shot Media for "*Iggy and The Inhalers*," and National Cancer Institute for "*Children with Cancer: A Guide for Parents*."

In addition to presenting the *National Health Information Awards* and *Digital Health Awards* programs, the Health Information Resource Center (HIRC) is the coordinator of two national health and fitness events. *National Women's Health & Fitness Day*SM is held the last Wednesday in September with the goal of promoting the importance of health awareness and regular physical activity for women of all ages.

For more information on the *National Health Information Awards* program (including a 2017 entry form), the Fall 2016 *Digital Health Awards* program, sponsorship, or any of the HIRC's programs and services, please contact Patricia Henze at 847-816-8660, 8-6 Central time or visit our website at healthawards.com.

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