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NEWS RELEASE

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Winners Announced for Summer/Fall 2011 Web Health AwardsSM

LIBERTYVILLE, IL — The Health Information Resource CenterSM announced the winners of its 13th annual **Web Health AwardsSM** which honors the nation's best digital health resources. The competition, which is held twice yearly, featured 42 entry categories, including blog, e-newsletter, mobile application, mobile website, social media, video, and website. A panel of 32 experts in digital health media served as judges and selected gold, silver, bronze, and merit winners from nearly 400 entries.

Summer/Fall 2011 Gold Award winners included *AARP* (Medical Education); *Artcraft Health Education* (Interactive Content / Rich Media); *Centers for Disease Control and Prevention* (Blog); *Healthline Networks, Inc.* (Mobile Website); *Healthagen, LLC* (Mobile Application: Medical Education); *Johns Hopkins Medicine Marketing & Communications-Digital Media Group* (Webcast / Video); *LehmanMillet* (E-Newsletter); *Ohio Hospital Association* (Social Media); *Smart + Strong* (Website) and *True North Custom Media* (Microsite). A complete list of winners and entry categories can be found at webhealthawards.com.

The Health Information Resource CenterSM (HIRC), organizer of the **Web Health Awards**, is a national information clearinghouse for professionals who work in consumer health fields. Other well-known HIRC programs includes the annual **National Health Information AwardsSM** (healthawards.com), which annually recognizes the nation's best consumer health information (in non-digital formats), and two national "Fitness Day" events: the annual **National Women's Health & Fitness DaySM**, held annually the last Wednesday in September, and the annual **Family Health & Fitness Day USA[®]**, held the last Saturday in September. Visit fitnessday.com for details on these events, both the largest health promotion events of their kind.

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