



Good Things for Those Who Wait

## News Release

FOR IMMEDIATE RELEASE

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### **HOMETOWN HEALTH TV WINS TWO MARCOM GOLD AWARDS**

*Monthly Video Program Featuring Lake County and The Villages-Area Medical Professionals Honored for Marketing Excellence*

**LEESBURG, FLA.** (November 5, 2009) – The Association of Marketing & Communications Professionals has honored Hometown Health TV (HHTV) (<http://www.HometownHealthTV.com>) with two 2009 MarCom Gold Awards.

- Hometown Health TV's June 2009 edition merited the Gold award in the Video/Film/Medical category.
- "Cancer and a Life-Changing Weekend" produced by HHTV for the American Cancer Society's 2009 Cattle Baron's Ball won in the Video/Film/Fund Raiser category.

The MarCom Awards is an international creative competition that recognizes outstanding achievement by marketing and communications professionals. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers.

HHTV, which launched in March 2009, is a locally produced video program offering news and insight from area medical experts participating in this specialty-exclusive network of professionals. The program is updated monthly with new health and medical content, featuring the local medical professionals.

"It is truly an honor to be recognized by industry peers for excellence in production," said Marc Robertz-Schwartz, president, Hometown Health TV, LLC. "This accomplishment is also a testament to the caliber of the participating Hometown Health TV medical professionals whose insight is a prominent piece of the program and contributes to the exceptional service we provide to area residents."

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Participants in the HHTV network include Lake Ear, Nose, Throat & Facial Plastic Surgery Associates, the Pulmonary Group of Central Florida, Caregivers Services, Inc., Alani Medical Spa, Veins Florida, All Coast Physical Therapy, Lake County Oncology & Hematology, Florida Hospital Waterman Center for Medical Imaging, Florida Hospital Waterman Digital Mammography Services, Gulfcoast Spine Institute and Allergy, Sinus & Asthma Family Health Center.

Additionally, HHTV has media partnerships with *Lake County's Healthy Living Magazine* and Heartbeat Radio for Women. WRHB 1410 AM.

Hometown Health TV airs Saturdays, at 11 a.m. on Lake Front TV (Comcast Ch. 22, Florida Cable Ch. 4, and Bright House Ch. 199). The entire content can also be viewed at [www.HometownHealthTV.com](http://www.HometownHealthTV.com).

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