

## Providence Hospital 150 Year Anniversary Campaign

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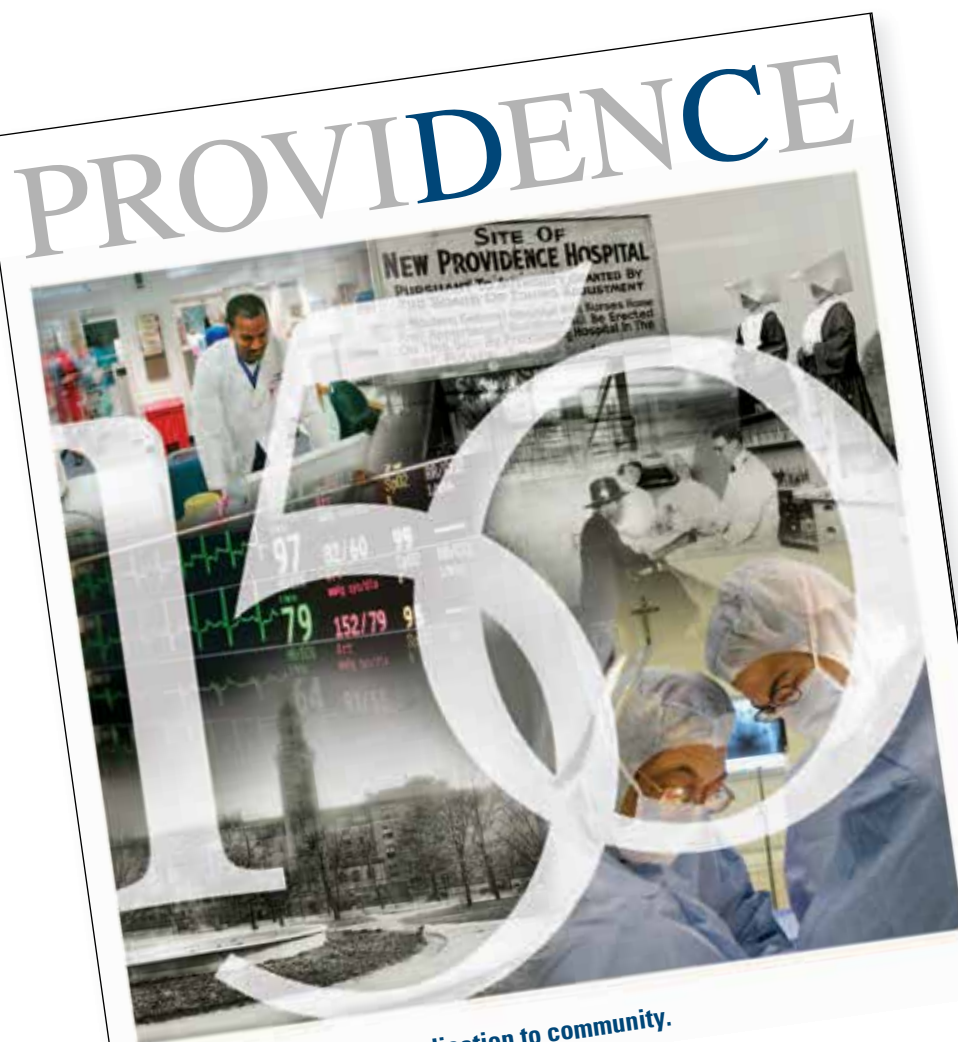
**Situation** Providence Hospital (now Providence Health System) is the longest continuously operating hospital in Washington, DC. It was chartered in 1861 by Abraham Lincoln's signing of an Act of Congress to enable the Daughters of Charity, an apostolic society of women in the Catholic Church, to serve District residents who were sick, poor, and vulnerable. To commemorate the 150th anniversary of its founding and to engage donors in further supporting its patient care, Providence tapped The Design Channel to develop a campaign highlighting the hospital's history and importance to the surrounding Washington, DC community.

**Solution** One of the first things we created was a striking visual brand identity for the campaign, along with the tagline of "A Mission of Healing. A Dedication to Community." that was featured in print ads and other communications pieces. We also developed a microsite that provided a retrospective of the hospital; this included a video timeline of significant achievements and milestones in the institution's past.

Another component of the microsite we created was a "150,000 Pound Weight Loss Challenge" program that provided the surrounding community with weight loss tips; participants could log their weight loss progress on the website and see it reflected in a Weight Loss ticker tracking total pounds lost by the community. Furthermore, we scripted and produced radio spots promoting a Providence Hospital Health and Fitness Day that included family activities, health screenings, and the launch of the Weight Loss Challenge.

**Result** Providence was thrilled with our work for the 150th Anniversary observance. Our campaign assets were featured at a major fundraising and anniversary celebration event that was part of a PR strategy for the overall campaign.

- 150 year anniversary logo and tagline
- commemorative print ad



## A mission of healing. A dedication to community.

Founded in 1861, Providence Hospital is the longest continuously operating hospital in the nation's capital. From the time D.C. was the heart of a nation divided, Providence has united its strengths in medicine, surgery, and diagnostics with its commitment to human dignity to serve those in need. Today, Providence is part of Ascension Health, the nation's largest Catholic and nonprofit health system, and is setting new standards in holistic care and access. Join in our 150<sup>th</sup> anniversary celebration by making a gift to support our ongoing efforts to bring landmark medical and wellness programs to the community. Please visit [www.providencehealthfoundation.org](http://www.providencehealthfoundation.org).



PROVIDENCE HOSPITAL



A MISSION OF HEALING  
A DEDICATION TO COMMUNITY



A MISSION OF HEALING  
A DEDICATION TO COMMUNITY

- commemorative timeline video
- campaign radio spot
- anniversary microsite



"150" :15 Radio Spot

