



[FOR IMMEDIATE RELEASE]

Ant Hill Marketing Completes Brand Development for Virginia Garcia Memorial Health Center

**In multi-year effort, firm is committing \$200,000 to help Virginia Garcia
define its unique brand position and align the organization behind it**

PORTLAND, Ore. – April 9, 2009: Ant Hill Marketing announced today it has completed brand development work for Virginia Garcia Memorial Health Center. Virginia Garcia serves people in Washington and Yamhill Counties with barriers to healthcare access. A catalyst for change in healthcare delivery, the private, non-profit organization is at the forefront of integrated community healthcare focused on best practices delivered to patients in a culturally competent style.

Inspired by Virginia Garcia’s mission, Ant Hill Marketing has made a multi-year, pro-bono services commitment, valued at approximately \$200,000, to help the organization achieve their goal of increasing the breadth and depth of services they provide. The firm worked with Virginia Garcia to uncover their core distinction, define their brand and align their business to it. In addition, Ant Hill Marketing is providing integrated marketing communications services that will activate the Virginia Garcia brand.

“In Washington and Yamhill Counties, the number of people in need of healthcare is growing faster than the funding for it,” said Kim Brater co-founder and certified brand strategist at Ant Hill Marketing.

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“By re-defining the Virginia Garcia brand, we hope to broaden support for the organization, particularly from individuals, businesses and other foundations. In turn, the organization will be able to deliver much needed care to more people in the community.”

During the past 12 months, Ant Hill Marketing guided the Virginia Garcia leadership team through a rigorous brand development process and helped them introduce their brand position internally. Then, Ant Hill Marketing developed the components to help Virginia Garcia deliver on its brand promise, including brand identity and integrated marketing communications.

“At the beginning, it was hard to imagine where this process would lead,” said Gil Muñoz, CEO of Virginia Garcia Memorial Health Center. “But soon we realized it would benefit us in so many ways. In particular, it will further galvanize the entire organization around our mission and future direction, and give us the tools to attract more people to our cause, all for the benefit of our patients and our communities.”

About Virginia Garcia Memorial Health Center

Virginia Garcia Memorial Health Center (www.viriniagarcia.org) is committed to ensuring that no one in Washington and Yamhill Counties lacks basic health-care. From its original mission – focused primarily on the needs of migrant families – Virginia Garcia now serves a diverse population of more than 35,000 people annually. Starting in 1975 with one small clinic in Cornelius, the organization now operates four primary-care facilities, in Cornelius as well as Hillsboro, Beaverton and McMinnville. In 2008 it established its first school-based health center, at Tigard High School. Today, the organization is a model for the delivery of high-quality, community-based primary healthcare nationwide.

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About Ant Hill Marketing

Founded in 1997, Ant Hill Marketing LLC is a brand and marketing services company located in Portland, Oregon. It is the only Certified Brand Strategist firm in the Northwest and has extensive experience in healthcare, financial services, sustainable, technology and other industries. For more information, visit www.anthillmarketing.com, follow company updates on [Twitter](#), or call 503-236-3192.

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