

MEDIA TIPS SHEET

Stories and Events for **October 2012**

- **Bret Michaels to Open Hospitality and Music Room at St. Joseph's**

Rock star and former patient of St. Joseph's Barrow Neurological Institute, Bret Michaels, will officially open the Bret Michaels Hospitality and Music Room at St. Joseph's on Tuesday, Oct. 9. The room, which has been under construction for nearly a year, features relaxation areas for families of patients and is decorated in a music theme with many of Bret's personal memorabilia. "I'm thrilled to be able to give something back to the hospital that helped save my life, and to the Barrow patients and their families," says Michaels. **The media is invited to attend the special ribbon-cutting ceremony with Michaels and should arrive to the hospital no later than 12:45 p.m.** Please page 602-746-9303 upon arrival.

- **St. Joseph's Surgeons to Wield Scalpels on Helpless Halloween Pumpkins**

Reporters and Assignment Desk Editors: Mark your calendars for the third annual St. Joseph's Doc-O-Lantern Pumpkin Carving Contest. Just days before the presidential election, this year's event will feature a political theme and will be held on Tuesday, Oct. 30 at 7:30 a.m. in St. Joseph's Healing Garden. St. Joseph's top surgeons will sharpen their scalpels to see who has the best carving skills. Media is invited to cover the gory event. Stay tuned for more details.

- **CDC Recommends Baby Boomers be Tested for Hepatitis C: St. Joseph's Expert Available for Interviews**

Richard Manch, MD, a hepatitis C medical expert at St. Joseph's, is available for interviews regarding a recent CDC recommendation that all baby boomers be tested for hepatitis C amid growing concern about the estimated 2 million boomers infected with the virus. Baby boomers are five times more likely than adults to carry the virus which causes cirrhosis and liver cancer. Many of these individuals don't know they are infected and will develop liver disease unless they receive treatment. Dr. Manch is a renowned expert in liver disease and is an excellent spokesperson. Call 602-406-3319 to schedule interviews.

- **St. Joseph's Offers Babysitting Training for Young Adults**

St. Joseph's is offering babysitting training for pre-teens and teens to teach them how to properly care for infants and children. The class teaches safety and accident prevention, emergency decision making, activity planning, and CPR and First Aid. Individuals ages 11 and older can register by calling 1-877-602-4111. **Members of the media are invited to attend the class on Saturday, Oct. 20 at 9 a.m. Babysitters-in-training and their instructor will be available for interviews.** Please call 602-406-3312 to schedule interviews.

- **St. Joseph's News Twitter Change**

St. Joseph's News Twitter account has merged with the hospital's main Twitter account. **Please continue to follow us at www.twitter.com/StJosephs for the latest medical news and event coverage.**

For more information or to schedule a story, call Carmelle Malkovich at 602-406-3319.



**St. Joseph's Hospital
and Medical Center.**

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