

# MEDIA TIPS SHEET

## Stories and Events for **March 2014**

- **St. Joseph's MOMobile a Finalist to Win \$100,000 in National Competition**

St. Joseph's Maternity Outreach Unit (MOMobile) is one of eight finalists in Proctor and Gamble's national *Do More Than You Think* contest, which recognizes charitable organizations that focus on health and wellness. The winner of the contest, determined by public voting, will receive \$100,000 and a trip to appear on *The Dr. Oz Show*. **St. Joseph's is asking the community to vote for the MOMobile at [www.DoMoreThanYouThink.com](http://www.DoMoreThanYouThink.com).** Participants can vote once per day per e-mail address through Friday, March 14. The MOMobile is a 60-foot mobile clinic that provides early and continuous prenatal care to underserved women who don't have the resources needed to obtain medical treatment. Call 602-406-3319 to schedule interviews.

- **Oh, Baby!**

Approximately 1,000 former St. Joseph's Nursery Intensive Care Unit (NyICU) patients and their families will reunite with approximately 150 hospital staff members on Saturday, March 22 from 11 a.m. to 3 p.m. at Kiwanis Park in Tempe. The hospital's NyICU Picnic, which features entertainment such as pony rides and games, is an opportunity for St. Joseph's nurses to see how their former patients have grown and flourished. Media is welcome to attend the event. Call 602-406-3312 for more details.

- **Barrow Concussion Expert Available to Speak about MLB's New Rule Limiting Home Plate Collisions**

Dr. Javier Cardenas, Barrow neurologist and concussion expert, is available for interviews about Major League Baseball's new one-year experimental rule that limits home plate collisions. The rule, which states that a runner attempting to score may not deviate from his direct pathway to the plate in order to initiate contact with the catcher was implemented to prevent unnecessary collisions and injuries including concussion. Please call 602-406-3319 to schedule interviews.

- **Play to Win, Play to Heal: Arizona's Health & Wealth Raffle is Back**

The Health & Wealth Raffle benefitting Barrow and St. Joseph's will launch on Thursday, March 20 with great odds to win \$1-million and more than 2,400 other prizes. Every ticket purchased contributes to research into new life-saving medical care and healthcare services. Visit [healthwealthraffle.org](http://healthwealthraffle.org) for more information.

- **Prestigious Medical Journal Showcases Two St. Joseph's Physicians**

A recent edition of the highly prestigious *New England Journal of Medicine* includes two groundbreaking research papers by two St. Joseph's physicians. The physicians, Bradley Monk, MD, and David Brachman, MD, both published multi-year studies about cancer therapies in the Feb. 20 online edition. Among the most prominent publications in the world, physicians and researchers aspire to have their medical studies published in the *Journal*. Of the 5,000 article submissions received by the *Journal* each year, less than five percent are published and it's equally rare to have two articles from the same hospital appear in the same edition.

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



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

A Dignity Health Member