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Walker Brands Client Wins Two 2012 National Mature Media Awards

TAMPA, Fla. (October 8, 2012) – Walker Brands client Chapters Health System – one of the largest hospice and palliative care providers in the country – won two National Mature Media Awards: a Silver Award for Best Marketing/Ad Campaign and a Bronze Award for the new Chapters Health System Website.

The award program, presented by the Mature Market Resource Center, a national clearinghouse for the senior market, recognizes the nation's finest marketing, communications, educational materials, and programs designed and produced for older adults. Nearly 1,000 entries were judged by a distinguished panel of mature market experts from across the United States for overall excellence of design, content, creativity and relevance to the senior market.

Walker Brands developed an overarching brand strategy for Chapters Health System in 2011 to support the organization's expansion into a post-acute care system, which included adding innovative new senior independence programs. The strategy included a compelling brand positioning platform and concepts, including name and identity system, to emphasize the organization's continuum of post-acute care choices and commitment to guide and educate patients and families. Walker planned, created and implemented a comprehensive brand program, including primary collateral, Website and videos, environmental graphics, brand launch and employee training programs, and strategic public relations.

About Walker

Walker Brands is an award-winning branding firm that helps clients bring their brands to life across all touch points, including their physical and online environments. Walker "connects people to places" by creating distinctive strategies that inspire memorable brand experiences to attract more customers, build loyalty and drive revenue. Walker's unique understanding of branding places is showcased in its Gold LEED-Certified "green" office, an innovative and collaborative space reflects Walker's brand personality and creative culture.

For more information, please visit www.walkerbrands.com.