FOR IMMEDIATE RELEASE

Burke Rehabilitation Hospital
Launches New “Official Sponsor” Advertising Campaign

WHITE PLAINS, N.Y. – April 18, 2016 – Burke Rehabilitation Hospital in White Plains, NY is pleased to announce the launch of its newest advertising campaign, which showcases the instrumental work Burke does in helping patients get back to living the life they love. For over 100 years, Burke has had one singular goal: to help patients achieve their highest level of independence following a life-changing illness, injury or surgery. To the physicians, therapists, nurses and staff at Burke, a patient is a unique individual not simply a diagnosis.

Over the years, Burke has helped tens of thousands of patients—from a young man who suffered a traumatic brain injury, to a grandmother who experienced a stroke, to a father who recently underwent lifesaving cardiac surgery. You could say that Burke has been the “Official Sponsor” of many of life’s special moments for the past century.

"Our new ‘Official Sponsor’ advertising campaign captures Burke's mission of ensuring every patient makes the fullest possible recovery from illness, injury or surgery. The new ads illustrate our goal to help patients return to the activities they enjoy following a serious medical condition," says Mary Beth Walsh, M.D., Burke Rehabilitation Hospital's CEO and Executive Medical Director.

"Each Burke patient has a unique story. Prior to experiencing a major medical issue, they enjoyed hiking, coaching little league, cooking for their families and other activities. Our new advertising campaign illustrates how Burke's' intensive rehabilitation programs help get patients back to the lives they love," says Richard Sgaglio, Burke's Senior Administrator, Marketing, Communications & Development.

The campaign, which features television commercials, radio spots and print ads, was created by OneCreative in conjunction with Sound Communications, Burke's advertising agency,
About Burke Rehabilitation Hospital
Burke Rehabilitation Hospital is a not-for-profit, acute rehabilitation hospital in White Plains, NY. Founded in 1915 through an endowment from philanthropist John Masterson Burke, it is the only hospital in Westchester County dedicated solely to adult rehabilitation medicine. As of 2016, the hospital is now a part of the Montefiore Health System, Inc. Burke offers both inpatient and outpatient programs for those who have experienced a disabling illness, traumatic injury or surgery. Burke serves patients from around the metropolitan New York area and throughout the world. The hospital’s renowned physicians, clinical researchers and therapists provide state-of-the-art treatment and all share the Burke mission to ensure that every patient makes the fullest possible recovery from illness or injury. For additional information on Burke Rehabilitation Hospital, please visit burke.org.

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