

O'DWYER'S PR REPORT

Vol. 21, No. 10 ■ October 2007

Recognizing PR Excellence

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Profiles of Healthcare & Medical PR Firms

ZLOKOWER COMPANY

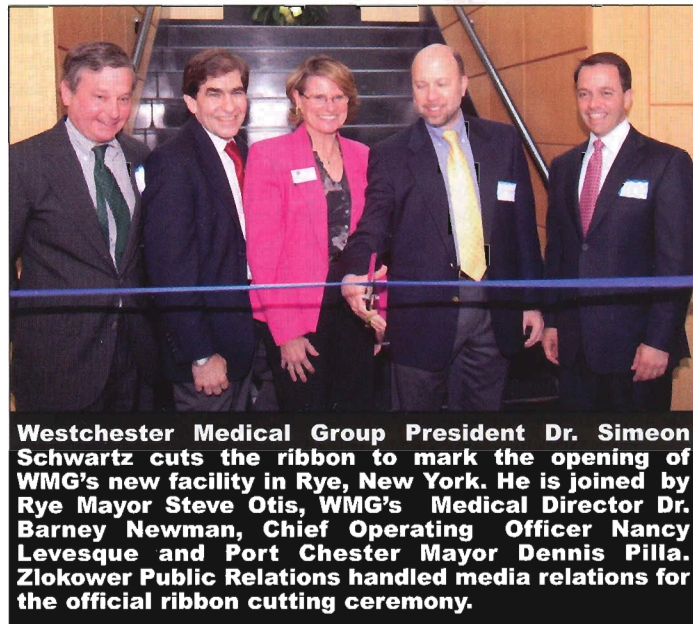
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Harry Zlokower, *President*
Gail Horowitz, *Vice President*
David Closs, *Vice President*

Zlokower Company is noted for its excellence in healthcare public relations. Since 1998 we created media campaigns, newsletters, and brochures for Greenwich Hospital, Westchester Medical Group, The League for the Hard of Hearing, and The Nathaniel Witherell Nursing Home, for doctors specializing in radiation oncology, ophthalmology, cosmetic surgery and brain surgery and for GeneLink, a genetic testing service.

We publicized three dimensional conformal radiation therapy for cancer treatment, first corneal implant surgery in New York City, innovative cosmetic surgery new hospital building openings and community support campaigns.

Zlokower Company won a major award for its professional services public relations skills. ■



Westchester Medical Group President Dr. Simeon Schwartz cuts the ribbon to mark the opening of WMG's new facility in Rye, New York. He is joined by Rye Mayor Steve Otis, WMG's Medical Director Dr. Barney Newman, Chief Operating Officer Nancy Levesque and Port Chester Mayor Dennis Pilla. Zlokower Public Relations handled media relations for the official ribbon cutting ceremony.