



## FOR IMMEDIATE RELEASE

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## Grand Rapids rehabilitation hospital features patients in new TV spot

**Grand Rapids, Mich.** -- Mary Free Bed Rehabilitation Hospital will utilize television as one of three mediums to build its brand image and share its story about restoring hope and freedom to people with disabilities.

The Grand Rapids, Mich., acute rehabilitation hospital is running 15-second and 30-second versions of the television ad in various Michigan markets featuring eight current and former patients. The ad began airing September 11 and is expected to continue through the balance of the year.

The ad shows patients in various rehabilitation environments to showcase Mary Free Bed's specialty areas of pediatrics, prosthetics, and rehabilitative care for people who have suffered a stroke, brain injury or spinal cord injury. It also positions Mary Free Bed as the region's leading rehabilitation hospital – one of the best in the country.

"The ad is an extension of a branding campaign we began in 2004," says Meg Derrer, Mary Free Bed's marketing and public relations director. "What's most significant is that it includes so many patients and demonstrates how we affect people's lives in a positive way."

The TV ad was produced by Felder Communications of Grand Rapids. The enclosed DVD contains a copy. Complementary outdoor and print ads will begin running in November. For more information, please contact Christine Hoek at (616) 662-9241. To learn more about Mary Free Bed visit <a href="https://www.maryfreebed.com">www.maryfreebed.com</a>.

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Mary Free Bed Rehabilitation Hospital is an 80-bed, not-for-profit, acute rehabilitation center — West Michigan's largest provider of rehabilitation services. Its mission is to restore independence, hope, and freedom through rehabilitation to people with disabilities. Services include: inpatient and outpatient care; rehabilitation research, education and training; assistive technology; and advocacy. Programs include: brain injury, spinal cord injury, stroke and orthopedic, pediatric/adolescent, amputee, lymphedema, vestibular, motion analysis center, rehab technology center, orthotics and prosthetics, and driver rehab.