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ASTRO's Publications, Patient Booklet Win Awards

Fairfax, Va., June 20, 2007 – The American Society for Therapeutic Radiology and Oncology has been awarded three Hermes Creative Awards for its publications in recognition of their excellence in their concept, writing and design. The Hermes Awards, an international competition sponsored by the Association of Marketing and Communications Professionals, assesses outstanding work in the industry.

ASTRO's 48th *Annual Meeting Guide* won the Platinum Award, the highest distinction, for top internal publication. The Annual Meeting Guide is a special edition of the *ASTRONews*, giving ASTRO members an easy-to-use reference handbook for attending the Annual Meeting. It gives members a schedule of events, along with local area attractions and restaurants. The winning four-color magazine featured a theme of red, white and blue, consistent with the host city, Philadelphia.

The *ASTRONews* October-December edition received a Gold Award for external newsletter and the patient brochure *Radiation Therapy for Cancer* won an honorable mention for an educational brochure.

“ASTRO's members and staff work hard to ensure that our members and the patients they serve have the information they need,” said Laura I. Thevenot, ASTRO's Chief Executive Officer. “We have dedicated physician volunteers and a wonderful creative team in our communications department and it's a privilege to see them honored.”

For more copies of ASTRO's award-winning publications or screen shots, please contact Julie Barden at 703-839-7336 or julieb@astro.org.

ASTRO is the largest radiation oncology society in the world, with nearly 9,000 members who specialize in treating patients with radiation therapies. As the leading organization in radiation oncology, biology and physics, the Society is dedicated to the advancement of the practice of radiation oncology by promoting

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excellence in patient care, providing opportunities for educational and professional development, promoting research and disseminating research results and representing radiation oncology in a rapidly evolving socioeconomic healthcare environment.

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