



**Media Release >> Wednesday 28 April 2010**

## **Southern DHB Logo to be Unveiled Tomorrow**

The new Southern DHB logo and its designer, the winner of the Southern DHB Logo Competition, will be revealed at a presentation at Dunedin Hospital tomorrow and via video-conference at Southland Hospital.

Forty individuals from the Southland and Otago communities, including DHB staff, entered the Otago and Southland DHBs' competition to create a new logo for the Southern DHB when it comes into being on Saturday, 1 May. Seventy - eight entries were received in total from the 40 entrants.

The winner will be announced and presented with their prize by Brian Rousseau, Regional CEO, Southland and Otago DHBs and members of the Regional Executive Management Team in the Otago Board Room, Dunedin Hospital tomorrow at noon.

The presentation will also be attended by Southland and Otago DHB staff and members of the logo competition's judging panel (which included Regional CEO Brian Rousseau, Otago Polytechnic Applied Design Research General Manager Mark Millar, Runanga representatives Marcia Te Au, Tracey Wright -Tawha and Ria Brodie, Otago and Southland DHBs' Regional Communications Officer Jo Harvey, IS Application Developer Lance Elder and IS Technical Writer Rob Bishop.)

Mr Rousseau said the DHBs were very grateful to all of those who offered their time and creative talents to create a logo for the Southern DHB.

"We were very impressed by the standard of entries and all of the thought, time and energy that everyone put in to their concepts,"

"This new logo is an important symbol which will be used in all branding, including signage and all documentation.

"It is really important to us that our staff and the Southland and Otago communities feel a sense of ownership, recognition and pride in the new Southern DHB and its logo.

"We are confident that this new logo, to be unveiled tomorrow, is one we can all feel proud of."

The winner of the Southern DHB Logo Design Competition will receive an Apple iPhone, generously donated by the DHBs' telecommunications business partner Gen-I Dunedin. The DHBs would like to thank Gen-I Dunedin for its support.

## **Southern DHB Logo Unveiling and Announcement of Logo Competition Winner**

Media are welcome to attend

Time: 12 noon

Venue:

Otago: Otago DHB Board Room, Dunedin Hospital, Great King St, Dunedin

Southland: Southland DHB Board Room, Old Nurses' Home, Southland DHB Campus (attendees will be joining the Otago presentation by video-conference link)

Attendees: Regional CEO Brian Rousseau, members of the Regional Executive Management Team, DHB staff and the logo competition judging panel.

**Media Queries**

Contact Jo Harvey, Regional Communications Officer, Southland and Otago DHBs on 027 674 1758.