



PRESS RELEASE

NATIVIDAD MEDICAL CENTER TO CELEBRATE NATIONAL HOSPITAL WEEK 2009

Offers a Salute to Individuals Dedicated to Providing The Highest Quality of Health Care

SALINAS, Calif. – May 8, 2009 —The Board of Supervisors for Monterey County declared its salute to Natividad Medical Center and its support of National Hospital Week, May 10-16, 2009. This year's awareness theme, to be acknowledged nationally, is "A Healthy Commitment in Changing Times".

National Hospital Week began in 1921 at the suggestion of a magazine editor in Chicago, Illinois who believed that more information being put into the public about hospitals would help build public trust in health care institutions. The celebration of National Hospital Week has spread, and is now celebrated in every state, making it the largest health care celebration in the country. Over time, the week has also grown to become a week of recognition for individuals leading the health care industry.

Natividad Medical Center has planned a week of activities to salute the people within Natividad who devote themselves to the high quality health care of others and work to further improve the Medical Center for those they serve. The week will feature a special event each day for the staff of Natividad Medical Center and will conclude as the staff takes part in Natividad's Hospital Beautification Day, when hospital employees will plant flowers and beautify the facilities.

For more information on Natividad Medical Center or its National Hospital Week celebrations, please call 831-755-4111 or visit www.natividad.com.

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About Natividad Medical Center

Natividad Medical Center is a 172-bed acute care medical center owned and operated by Monterey County, and has been providing healthcare for more than 120 years. A public community hospital, Natividad Medical Center emphasizes the care of women, children and families and offers comprehensive inpatient, outpatient, diagnostic and specialty care. With a medical staff of more than 235 physicians, Natividad's mission is to continually improve the health status of the people of Monterey County through access to affordable, high-quality healthcare services. Natividad is based in Salinas, California. For more information, please call 831-755-4111 or visit www.natividad.com.