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Contact: Kim Landry 866-520-0115 ext. 101

Pennsylvania Perinatal Partnership Taps Hollister Creative for Campaign about Depression During & After Pregnancy

The Pennsylvania Perinatal Partnership (PPP) tapped the writers and designers at Hollister Creative to launch a website and publish a booklet raising public awareness about depression during and after pregnancy. Hollister Creative, a Philadelphia area marketing communications firm, developed the campaign slogan “Depression Steals the Real You,” and wrote and designed the booklet and the website, www.DepressionStealsTheRealYou.org.

The PPP is an organization of health professionals working to improve the health of women and children in Pennsylvania through education, advocacy and collaboration. The PPP conceived this public awareness campaign to help women who have perinatal depression get the help they need. Funding for the development of the content and design of the booklet and website came from the Pennsylvania Department of Health and the Pennsylvania Department of Public Welfare.

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At www.DepressionStealsTheRealYou.org, site visitors can read four powerful personal stories about women struggling with perinatal depression, how it affected partners, family members and friends, and what led those women to get help so they could start feeling like themselves again.

The website also provides information about the condition and its symptoms, why many women don't seek help, and where to get help or learn more. A 10-question quiz helps pregnant women, new mothers, their families and friends learn whether they or someone they know is at risk of perinatal depression.

The booklet can be downloaded from the website and viewed on a computer or printed out. The booklet and website content are identical.

Hollister Creative previously worked with the PPP to design the organization's website, www.PaPerinatal.org. That site has resources for health professionals concerned with improving pregnancy outcomes in Pennsylvania as well as resources for women and families on having a healthy pregnancy.

About Hollister Creative

Hollister Creative is a consistent national award winner for design and writing of print and web projects that serve marketing and communications goals. Clients include corporations, nonprofits, foundations, associations, cultural institutions, schools and social service organizations, primarily in the Philadelphia area. To learn more, visit www.hollistercreative.com.