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ESSEX WINDSOR EMS AND DOUGLAS MARKETING GROUP WIN GOLD!

(June 7, 2016, Windsor, ON) Essex Windsor Emergency Medical Services (EWEMS) and, Windsor-based agency, Douglas Marketing Group, were awarded a Gold by the Aster Awards for their 2015 Outreach Video. The video was produced with the intention of bringing greater awareness to the public around emergency services, their capabilities and their role within the community. The video features real-life paramedics as well as those who have benefited from their life-saving services – highlighting EWEMS's ongoing commitment to the community they serve.

Justin Lammers, Deputy Chief at Essex Windsor EMS, recognized the importance of raising the public's awareness within our communities. "When we came up with the idea to produce the video, we knew we needed to highlight not just the work that we do, but also the passion and commitment of our paramedics and the impact they have on people's lives," said Lammers. "We are very pleased to see that the video was clearly a success as we continue our efforts again this year with the recent launch of our [Know Your 911](#) campaign," he concluded.

The Aster Awards is one of the largest international competitions of its kind. Hosted by Marketing Healthcare Today Magazine and Creative Images Inc, this elite program recognizes outstanding healthcare professionals for excellence in their 2015 advertising and marketing efforts. They received nearly 3,000 entries from across the United States, Canada and several other countries this year. Judging criteria included creativity, effectiveness, production quality and overall appeal.

"We love working with Essex Windsor EMS and are very passionate about the subject," said Liz Farano, Vice President at Douglas Marketing Group. "We wanted to ensure we showcased the true scale and importance of Essex-Windsor Emergency Medical Services, and the impact they have on our community. The survivor stories are truly remarkable and a real testament to the work they do each and every day," continued Farano.

All winners are posted on the Aster Awards website (<http://www.AsterAwards.com>), as well as published in Marketing Healthcare Today, a national healthcare marketing magazine.

About Douglas Marketing Group (DMG)

Douglas Marketing Group was founded in 1991 with the vision to deliver high quality marketing services for our clients. Today, with offices in Windsor, Niagara and Detroit, the firm utilizes the talent and expertise of our team to develop targeted, multi-level campaigns and effective marketing solutions. An award-winning, full service advertising agency with international reach and a local appeal, DMG's proprietary process sets us apart. Our team is assembled with a focus: our clients. <http://www.experiencedmg.com>

