



**FOR IMMEDIATE RELEASE**

Contact: Justin Smith 205.731-2880

**JEFFERSON COUNTY'S MARKETING CAMPAIGN TOUTS SIMPLE MESSAGE: WE'RE OPEN.**

**BIRMINGHAM, AL (March 22, 2013)**-- In an effort to inform residents about the hours of operation for Cooper Green Mercy Health Services, Jefferson County is delivering a simple message on MAX buses: *We're Open*.

This marketing campaign has been featured in local newspapers and on radio.

This advertising campaign not only showcases a new name-- Cooper Green Mercy Health Services-- but a new logo, website and hours of operation.

The hours of operation are:

- Urgent Care Center: Open Daily 8AM-Midnight
- Clinics: Open Monday-Friday 8AM-5PM
- Pharmacy: Open Monday-Friday 8AM-5PM

"We're open, and delivering high quality healthcare services to the residents of Jefferson County," says Tony Petelos, county manager, Jefferson County.

"We are appreciative of the support we have received from area hospitals as we have transitioned to a new healthcare model," says Petelos.

The marketing campaign focuses on informing residents of the changes at Cooper Green Mercy Health Services; while navigating patients to the medical home they know and trust.

For more information visit our relaunched website [www.coopergreenmercy.org](http://www.coopergreenmercy.org).

###