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Portneuf Medical Center Press Release

For Immediate Release: December 23, 2008

Portneuf Medical Center Prepares for First Baby of 2009

Portneuf Medical Center's Women & Children's Department Get Ready for Baby New Year

Pocatello - It's almost that time of year again...time to welcome the New Year's Baby! Portneuf Medical Center is now accepting donations of gifts from individuals, businesses and organizations in the community. The gifts will be presented to the first baby born in 2009. In the past the winning baby has received items like a car seat, crib, clothing, blankets, diapers and books.

The labor and delivery staff at PMC believes every birth is cause for celebration. "It's fun to see who will deliver first and then present the family not only with their new baby but with a host of prizes as well!" says Diane Atherton-Pacheco, RN Director of PMC's Women & Children's Department.

Donated items should be new and suitable for a boy or girl. Gifts can be dropped off at the Information Desk on the West Campus (651 Memorial) through December 30th.

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Office: 239-1052 - Media: 251-2768 - Email: bradhu@portmed.org



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Tip for covering this story

Please wait until noon to call the hospital. At that time, please call Labor and Delivery at 239-1230 and ask for the charge nurse. She can confirm a birth and the time. The mother and baby will most likely move to the post-partum floor (3rd floor) at 239-1300. Again, ask for the charge nurse. With permission from the new parents, she will be able to tell you who the New Year Baby family is and if/when they are up for interviews and photos. The nurse will have the mother sign photo consent forms for herself and the baby if the family is up to doing the story.

It is always possible that we won't have a New Year baby until later in the day. If there is no baby at noon, the nurse should be able to give you an idea about when the next baby may deliver. If you need to get cover shots, please remember that patients may not be photographed/filmed without written consent.

The winning baby will receive a gift basket from community relations as well as donations from other hospital departments and community members.

Brad will not be at the hospital on January 1st, however, he can be reached on the media phone if necessary at 251-2768.

Thanks and Happy New Year!