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**FOR IMMEDIATE RELEASE**

**TSCHETTER & ASSOCIATES GETS COMMUNICATORS AWARD FOR E-NEWSLETTER**

Tschetter & Associates of Southfield was honored as one of the top communications organizations in Southeast Michigan by the International Association of Business Communicators Detroit chapter for an e-newsletter it designed and writes.

The full-service marketing and public relations agency received an Award of Excellence and the Best of Show Award in the Communication Skills division for the electronic newsletter, which was created for the Women's Health & Menopause Center, an obstetrics and gynecology practice in West Bloomfield.

Log on to [www.whmcenter.com](http://www.whmcenter.com) and click on "Newsletter Articles" to read the award-winning newsletter. Click on "Newsletter Sign Up" for a complimentary subscription.

Cande Tschetter, Ph.D., CEO of the firm, said: "It is truly an honor to receive not only an Award of Excellence, but the Best of Show Award from IABC. The Women's Health & Menopause Center is a dynamic, forward-thinking practice and working with it on this project was a pleasure. The relationship between our staff and the physicians at the practice is reflected in the exceptional quality of the newsletter's content and design."

Tschetter's (CHED-erz) firm has an all-female staff who combined have decades of experience in health care marketing and public relations. While the company focuses on health care promotion and communications, it has the experience and expertise to serve clients in other sectors as well. Among its services are: advertising, e-communications, media relations, publications, social media, Web site design and more. Call 248-625-1911, e-mail [cande@tschetterandassociates.com](mailto:cande@tschetterandassociates.com) or visit [www.tschetterandassociates.com](http://www.tschetterandassociates.com) to learn more.

Sharing the award with Tschetter, who lives in Clarkston, are associates Susan Bollinger and Kate Walsh, both of Grosse Pointe.

The judges commented: "They did great research. They had a bold plan and they exceeded their response rate goals. The content was original, and we were really pleasantly surprised by that. They had fresh graphics and it appears to be easy to navigate this site. We thought it was brilliant."

IABC Detroit's Renaissance Awards were presented June 24 and recognize excellence in business communication designed to promote the image, marketing or programs of a specific organization. Nearly 60 awards in 49 categories were presented. This year's Renaissance Awards entries were judged by IABC Chapters in Chicago, Hawaii, Sacramento and St. Louis.

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