

## Media Resources - National Jewish Health - New Brand

---

DECEMBER 30, 2008

DEnver — Here you will find audio (.wav) and video (.mpg) files as well as images (.jpeg) of our new logo that you may use in any announcement of the National Jewish name change. If you have any issues downloading any of the files, please contact Adam Dormuth @ 303.398.1082 or [dormutha@njhealth.org](mailto:dormutha@njhealth.org)

### Video

Soundbite #1 - CEO Michael Salem, MD (:21)

Soundbite #2 - CEO Michael Salem, MD (:12)

Soundbite #3 - CEO Michael Salem, MD (:18)

Soundbite #4 - CEO Michael Salem, MD (:07)

B-Roll #1 - Hospital Exterior (:11)

B-Roll #2 - Cardiology Imaging (:10)

B-Roll #3 - Researchers (:09)

B-Roll #4 - Pediatrics #1 (:10)

B-Roll #5 - Art Therapy (:22)

B-Roll #6 - Pediatrics #2 (:13)

### Images

[New Logo](#)

[CEO Michael Salem, MD](#)

Hospital Exterior #1

Hospital Exterior #2

### Audio

Soundbite #1 - Dr. Salem (:12)

Soundbite #2 - Dr. Salem (:21)

Soundbite #3 - Dr. Salem (:18)

Soundbite #4 - Dr. Salem (:07)

### PDF

Brand brochure

**National Jewish Health** is the leading respiratory hospital in the nation. Founded 121 years ago as a nonprofit hospital, National Jewish Health today is the only facility in the world dedicated exclusively to groundbreaking medical research and treatment of patients with respiratory, cardiac, immune and related disorders. Patients and families come to National Jewish Health from around the world to receive cutting-edge, comprehensive, coordinated care. To learn more, visit the media resources page.

### Media Contacts

Our team is available to arrange interviews, discuss events and story ideas.

**William Allstetter**  
303.398.1002  
[allstetterw@njhealth.org](mailto:allstetterw@njhealth.org)

**Adam Dormuth**  
303.398.1082  
[dormutha@njhealth.org](mailto:dormutha@njhealth.org)