

## National Jewish Health Introduces New Advertising Campaign and Tagline

New campaign focuses on institution's unique expertise in respiratory care and research

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DENVER — National Jewish Health in Denver, Colorado, the nation's leading respiratory hospital, is launching a new advertising campaign and tagline created with agency partner DiMassimo Goldstein in New York City.

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The new branding campaign and tagline, "Breathing Science is Life," highlights the hospital's 118-year history of intense dedication to helping people breathe through unparalleled patient care, research and education. Ads within the campaign call out that "most people take breathing for granted ... until they can't." National Jewish Health is the one place in the country, and arguably in the world, that focuses fully on helping people breathe easier.

"We help people breathe better by paying attention not only to their lungs, but also to their hearts and other organs that help deliver life-saving oxygen to the body. We breathe science, so you can breathe life," said National Jewish Health President and CEO Michael Salem, MD.

DiMassimo Goldstein, the institution's brand, advertising and marketing partner for the past six years, worked closely with National Jewish Health to ensure that the campaign captured the groundbreaking medical advances and unique model of patient care that distinguish the Denver-based organization.

"The word 'inspire' literally means to 'put breath into' someone," said DiMassimo Goldstein Chief Mark DiMassimo. "Working with National Jewish Health to relaunch, refresh and extend their brand inspires us every day."

“We’re introducing a campaign that gets to the essence of the work we do helping patients breathe easier,” said Lauren Green-Caldwell, vice president communications at National Jewish Health. “We take care of people from all over the world as well as within Colorado. They come to us for the deep expertise and unique approach to care that we offer for a wide range of illnesses, including severe asthma, allergies, complicated lung and other diseases.”

The new campaign includes a series of iconic graphic ads highlighting the new tagline, Breathing Science is Life. In addition, an animated television commercial helps to deliver key messages in a unique way. Later this year, the campaign will highlight select individuals and their stories that show how the institution transforms the lives of its patients, helping them return to the passions that inspire their lives.

National Jewish Health continues to expand its expertise and reputation as a leader in respiratory care and research on both a local and national level through collaborations with Saint Joseph Hospital and SCL Health in Denver, the Mount Sinai-National Jewish Health Respiratory Institute in New York City and the recently announced agreement with Jefferson Health in Philadelphia to create the Jane and Leonard Korman Respiratory Institute in that city.

To view the creative, visit: <https://www.nationaljewish.org/breathecampaign>

**National Jewish Health** is the leading respiratory hospital in the nation. Founded 120 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.

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