



Crush Creative Puts Donors In The Limelight

Crush Creative produces an illuminating donor wall for Glendale Memorial Hospital.

For Immediate Release

BURBANK, Calif./EWorldWire/June 30, 2006 --- Crush Creative, a Southern California based visual communications agency, recently installed an innovative donor wall for Glendale Memorial Hospital where viewers can see the names of more than 500 people that make the hospital's work possible, as mentioned in an article by Stephanie Park for the Glendale News-Press.

Crush worked with Michael Isaak of DreamWorks Communications to create a custom light box to match the contour of the curved hallway near the hospital's main entrance. The names were printed on Duratrans, a thin, film-like material which can be removed and replaced annually as the names of the donors change. The wall represents the individuals who gave their philanthropic support to the hospital and uses the image of a shell x-ray to demonstrate things which are hidden becoming visible. "The use of creative talent is great," said Robert Quarfoot from the hospital's business department.

Glendale Memorial Hospital and Health Center has 1600 employees, with 580 physicians representing 50 specialties. The hospital has 334 licensed general acute care beds -- 24 perinatal, 13 newborn intensive care, 12 medical intensive care, 14 rehabilitation center, 12 coronary intensive care, and 180 unspecified general acute, as well as 30 skilled nursing beds and 49 acute psychiatric care beds.

Crush Creative has been a major supporter of the creative community for over forty years. Producing the finest in visual communications, Crush is one of the largest digital imaging, creative services and finishing companies in the Los Angeles area.

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