

## NEWS RELEASE



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### **For Immediate Release**

### **Halifax Regional Unveils Rockfish to Join Roanoke Valley Rocks Public Art Campaign**

**ROANOKE RAPIDS, NC (October 19, 2012)**—Halifax Regional in collaboration with The Halifax County Convention and Visitors Bureau unveiled the newest rockfish installation as part of The Roanoke Valley Rocks public art campaign. The rockfish was unveiled and will be on permanent display outside the main hospital entrance of Halifax Regional.

Halifax Regional was excited to unveil the latest rockfish to join the tour. A group of five Halifax Regional employees took part in designing and painting the rockfish, finding inspiration in the healing and caring work they do each day to be a leading partner in a healthier community.

Participating employee “artists” included: Pamela Whitfield, Wanda Catt, Heather Mitchell, Donna McKibbon, and Lori Moseley all representing different departments throughout the medical center.

The rockfish is painted purple to reflect Halifax Regional’s brand color in addition to Relay for Life to bring awareness to various types of cancer and other diseases. The rockfish is also adorned with a red heart to represent the caring hearts and healing nature of the entire staff of Halifax Regional. On the tail of the rockfish are a multitude of colored ribbons. The ribbons are in acknowledgement of the following:

Red: AIDS, Heart Disease Awareness  
Blue: Colon Cancer, Bullying Awareness  
Teal: Ovarian Cancer Awareness  
Green: Traumatic Brain Injury Awareness  
Yellow: Bone Cancer Awareness, Support for Troops  
Pink: Breast Cancer Awareness  
Grey: Diabetes, Asthma Awareness  
Orange: Leukemia, Multiple Sclerosis Awareness

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### **About Halifax Regional**

*Halifax Regional Medical Center is licensed for 204 beds, including psychiatric and nursery. A non-profit organization, Halifax Regional is fully accredited by the Joint Commission. For more information, visit [www.halifaxregional.org](http://www.halifaxregional.org).*