



Office of the Mayor

NEWS RELEASE

Wednesday, August 19, 2009

2:30 PM

Contact: Mikki Dobski, Director of Communications & Special Projects, 235-5855 or 876-1564

South Bend Launches Effort to Highlight Medical Accomplishments

South Bend, IN: Today, Mayor Steve Luecke announced the formation of the South Bend Medical Mile, an alliance between the five largest South Bend based medical providers. Mayor Luecke stated, "South Bend has grown into one of the most impressive medical communities in the Midwest. The expertise and technology available within our city is something we need to share more broadly and the Medical Mile partnership will help us do that". He added, "I am pleased to officially announce that we have designated a one mile circle within the city to be known as the South Bend Medical Mile".

The Medical Mile is a concept supported by Memorial Hospital of South Bend, the South Bend Clinic, the South Bend Medical Foundation, Madison Center and Indiana University School of Medicine- South Bend. All five medical entities have agreed to work with the City of South Bend to attract the brightest medical talent and build awareness for the extensive medical services available in the city. Memorial Senior Vice President Ted Foti said, "This effort will allow us to work together to build South Bend's reputation as a distinguished medical destination for families across the Midwest. All of our organizations provide services for patients beyond Indiana and Michigan, we want to recognize this achievement and broaden awareness to help strengthen South Bend's reputation and economy".

The Medical Mile partners are working on communications plans to promote medical expertise throughout the region including visible banners and signs to identify the medical mile district. Campaign costs will be shared by the five organizations. Paul Meyer, Executive Director of the South Bend Clinic said, "South Bend has a rich medical history that we sometimes take for granted. The recent multi-million dollar investments made in all of our facilities have greatly expanded our capabilities and have had a positive impact on the local economy. We look forward to building awareness of the life-saving medical sophistication available here to attract families from throughout the region".

For more information, visit www.medicalmile.org

###