



**FOR IMMEDIATE RELEASE**

**Contact:**

Shane Sanderson

Director of Environmental Health

[Shane.Sanderson@co.eau-claire.wi.us](mailto:Shane.Sanderson@co.eau-claire.wi.us)

**Marketing and Public Health Joining Together**

**Eau Claire, WI –April 29<sup>th</sup>, 2014** – The Eau Claire City-County Health Department and Dr. Sydney Chinchanchokchai’s Marketing 332 class from the University of Wisconsin – Eau Claire (UWEC) are working together to promote radon awareness in western Wisconsin. As part of a class project, student teams have created integrated marketing communication plans (IMC) and promotion materials for the Eau Claire City County Health Department’s radon education program.

“Education and outreach play an important role in protecting the health and safeguarding the lives of our residents,” said Shane Sanderson, Director of Environmental Health for the health department. He went on to say, “this is a great opportunity to allow talented, developing professionals to hone their marketing skills and strengthen an important prevention program at the same time!”

The class has worked all semester to prepare for professional presentations of the IMC plans and materials from **12:30pm to 1:45pm on Tuesday April 29<sup>th</sup> and Thursday May 1<sup>st</sup> in room 2920 in UWEC’s new Centennial Hall.** Members of the press are welcome to attend.

###