



FOR IMMEDIATE RELEASE

**Pfahlert Creative Labs Signs Agreement
To Promote Frye Regional Medical Center's
Breast Center Of Excellence**

FOR MORE INFORMATION, CONTACT:

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HICKORY, NC — Pfahlert Creative Labs (The Silent P), a professional creative design services company located in Hickory, NC, recently signed an agreement with Frye Regional Medical Center to promote its Breast Center of Excellence and its innovative new 3D mammography services.

“We’re very excited about this new, ongoing relationship with Frye Regional Medical Center and their Breast Center of Excellence,” said Matt Pfahlert, owner of Pfahlert Creative Labs. “This agreement demonstrates that Frye recognizes the unique value and effectiveness that Pfahlert Creative Labs brings to the table. It’s also a pleasure to work with an organization and a cause that touches, changes and saves so many lives in the community.” Through this agreement, Pfahlert and Frye plan to develop a coordinated, multi-level marketing campaign to promote and support the Breast Center of Excellence and its 3D mammography services. This campaign will include an ad in Our State magazine, newspaper ads, direct mail, social media, and pop-up and display banners for the web, among others.

Pfahlert Creative Labs is located in The Old Hickory Granary, a former working granary that has been converted to modern office space near downtown Hickory. Owner Matt Pfahlert is a second-generation graphic artist who began working at an early age at his father’s ad agency, MCG Group, Inc. in Toledo, Ohio. Pfahlert Creative Labs offers its clients 22-plus years of professional experience, with creative design services ranging from illustration, collateral marketing materials, book design, poster design and annual report design. In recent years, Pfahlert has also made quite a name for himself in the area of concert poster design for prominent groups including Wilco, Phish and The Black Keys, among many others.

Frye Regional Medical Center has been granted a three-year/full accreditation designation by the National Accreditation Program for Breast Centers (NAPBC), a program administered by the American College of Surgeons. Accreditation by the NAPBC is only given to those centers that have voluntarily committed to provide the highest level of quality breast care and that undergo a rigorous evaluation process and review of their performance. During the survey process, the center must demonstrate compliance with standards established by the NAPBC for treating women who are diagnosed with the full spectrum of breast disease. The standards include proficiency in the areas of: center leadership, clinical management, research, community outreach, professional education, and quality improvement. A breast center that achieves NAPBC accreditation has demonstrated a firm commitment to offer its patients a full range of state-of-the-art services.

The NAPBC is a consortium of professional organizations dedicated to the improvement of the quality of care and monitoring of outcomes of patients with diseases of the breast. This mission is pursued through standard-setting, scientific validation, and patient and professional education. Its board membership includes professionals from 15 national organizations that reflect the full spectrum of breast care.

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