

**FOR IMMEDIATE RELEASE**

**Contact: Holly Silvestri  
The Ferraro Group  
702.367.7771**

## **Nathan Adelson Hospice Retains The Ferraro Group for Public Relations and Public Affairs Services**

**(Las Vegas)** – Carole Fisher, president and chief executive officer of Nathan Adelson Hospice, announced today the prominent non-profit hospice business has retained The Ferraro Group to handle its public relations and public affairs needs.

Nathan Adelson Hospice, which opened in Southern Nevada more than 30 years ago and is one of the oldest hospices in the country, selected The Ferraro Group to help increase general awareness of the hospice, strategically position it in front of defined audiences and coordinate the restructuring of its Website and marketing materials.

“We are pleased to be starting this new chapter in our program’s life,” Fisher said. “We want to make sure the public is aware of our services and continues seeking us out as a leader in our industry. The Ferraro Group is the ideal firm for us to partner with.”

A company with offices in Las Vegas and Reno, The Ferraro Group specializes in integrated public affairs, strategic communications, public relations, marketing strategies and special event planning. The firm’s diverse client roster includes the Nevada Resort Association, NV Energy, Applied Analysis, Orgill/Singer & Associates, EMPLOYERS, Century-Tel, Nevada Title Co., and the Nevada Commission on Economic Development. More information can be accessed at [www.theferrarogroup.com](http://www.theferrarogroup.com).

Nathan Adelson Hospice is the largest non-profit hospice in Southern Nevada, caring for more than 350 patients each day. In 1978, Nathan Adelson Hospice became Southern Nevada’s first home care hospice with the mission to provide patients and their loved ones with comprehensive end-of-life care and influence better care for all in the community.

Known as an industry leader, the organization has a reputation for providing exceptional end-of-life care. In 1983, Nathan Adelson Hospice opened the area’s first in-patient hospice and today they are recognized as a national model for superior hospice care. The strategic goal at Nathan Adelson Hospice is to be the Hospice of Choice, the Employer of Preference and a Training Center of Excellence. Their vision is simple: *no one should end the journey of life alone, afraid or in pain.*

--More--

The hospice also is home to The Center for Compassionate Care, a non-profit counseling agency providing individual, group and family counseling services to address grief, loss and issues related to surviving life-threatening illnesses. For more information, visit [www.nah.org](http://www.nah.org).

###