



Western University

OF HEALTH SCIENCES

The discipline of learning. The art of caring.

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Dear Student,

Entering the field of Medicine is a great accomplishment. With this first chapter in your education as a health professional, there comes an opportunity for family and friends to recognize your accomplishments at the White Coat Ceremony with the placement of a congratulatory ad.

The White Coat Ceremony was started by Dr. Arnold P. Gold at Columbia University's College of Physicians And Surgeons in 1991 and has since been adopted at many Health Professional Schools across the Nation. By having a ceremony where entering students are "cloaked" with their very first white lab coat, we are calling particular attention to the individual's choice to become a Health Sciences Educator, Physician Assistant, or Physical Therapist and of equal importance, bringing to focus the true meaning of that choice, that you must cure, but also care.

Proceeds from all ads will go to the College of Allied Health Professions White Coat Society and assist in defraying the cost of the White Coats for current and future students entering the College of Allied Health Professions programs. You may also donate a White Coat for the cost of \$35.00 and your name and/or business will be recognized on the CAHP White Coat Webpage for your donation. To donate please go to www.westernu.edu/allied-health-cahpwhitecoat.com. The attached forms explain the College of Allied Health Professions White Coat Ceremony ad submission process including: available sizes of ads, prices, guidelines, and submission information/forms. Please make sure to include your name/student's first and last name and program. All payments and submissions must be received by **no later than July 9 2012**. You may turn in the ad form, photographs/CD, text copy, AND payment (cash, check, money order, debit or credit card) to:

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Please use the e-mail address above to submit your typed message and digital photos. Ads will not be considered "submitted" until payment is made. Please be aware that all ads will be printed in a black and white format. We anticipate that advertising space will sell quickly, so reserve your ad space today! For additional information please go to www.westernu.edu/allied-health-cahpwhitecoat. Thank you for your support.

Sincerely,

Stephanie Bowlin

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