



Western University

OF HEALTH SCIENCES

The discipline of learning. The art of caring.

Stephanie Bowlin, EdD, PA
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Dear Business Partner:

The College of Allied Health Professions has launched a 2012 advertisement campaign. As a local partner, you are cordially invited to place an advertisement in the College of Allied Health Professions White Coat Ceremony Program. With local business support, our goal this year is to defray the cost of the White Coats for our entering College of Allied Health Professions students through advertisement sales. The cost of advertisement ranges from \$25-\$100 and will be printed in black and white in the program.

At the White Coat Ceremony, over 400 programs will be distributed to Health Sciences, Physician Assistant, and Physical Therapy Students and their guests. Ads can be provided by anyone and may be used to spotlight a business and/or service, or provide a coupon, which would encourage entering students and their families to visit your business.

If you would like to donate a White Coat for \$35.00, please go to www.westernu.edu/allied-health-cahpwhitecoat. For your generous donation, your name will be listed under the White Coat Society Donor's area of our White Coat webpage. Please do not miss out on a great marketing opportunity to introduce your business to our entering students and their families. It is expected that at least 500-1000+ persons will see your ad!

The White Coat Ceremony itself 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.

Details regarding ad sizes, prices, and instructions on submitting an ad are indicated on the next page of this letter. Payments may be made by check payable to WesternU-CAHP or cash, money order, debit or credit card by no later than July 9, 2012. For additional information, please contact:

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Sincerely,

Stephanie Bowlin

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Dean, College of Allied Health Professions