

FOR IMMEDIATE RELEASE  
March 4, 2009

CONTACT: Yvette Herrera  
(818) 645-5449

**Woodbury Student Design Selected as New  
Burbank HealthCare Foundation Logo**

(Burbank, CA) Woodbury student Mindy Bortz will have at least one professional logo in her portfolio when she graduates this May. The Burbank HealthCare Foundation will be adopting a new logo designed by Mindy on all their marketing and presentation materials including their letterhead, brochure and website. "Each year the Graphic Design students at Woodbury create a comprehensive campaign for a non-profit organization. This past semester, the Burbank HealthCare Foundation was the selected non-profit. "explained Sue Vassella, Chair of the Graphic Design School of Media, Culture and Design at Woodbury University. She noted that, "The students benefit from a real-world client experience and the organization benefits from design services that would normally be beyond their budgets."

Burbank HealthCare Foundation board members Sunder Ramani, TJ Baptie and Gary Olson were among the judges who selected Bortz's winning logo. "Choosing a winner was tough," commented Sunder Ramani, "because the caliber of the students' work was so very high." "Designing for the Burbank HealthCare Foundation was both a fun and challenging experience," commented Bortz. "The foundation's mission inspired me to create a unique visual identity. I wanted it to reflect the Foundation's cycle of giving to and support from the Burbank community." After graduation, Bortz plans to permanently relocate to the Los Angeles area and work in package design.

The Burbank HealthCare Foundation has distributed over \$3 million dollars since 1991 to promote good health in and around Burbank, most recently pledging \$200,000 for the renovation of the track and fields at both Burbank high schools. For more information visit [www.burbankhcf.org](http://www.burbankhcf.org).

###