

Welcome to
Better Health

A Weekly Update
for Asante Employees

Every patient,
every day, every time.

ASANTE® News

ASANTE ASHLAND COMMUNITY HOSPITAL | ASANTE PHYSICIAN PARTNERS | ASANTE ROGUE REGIONAL MEDICAL CENTER | ASANTE THREE RIVERS MEDICAL CENTER

APP Wins Parade Recognition

It was raining on their parade, but the folks at Asante Physician Partners didn't let a few spring showers dampen their spirits at this year's Pear Blossom Parade through downtown Medford.



The APP parade entry – a festively decorated truck accompanied by employees and family members on foot – received the third-place award on the “walking/float” parade category. Overall, the entry placed on the top 20 out of 132 entries in this year's parade.

The Pear Blossom Parade started in 1954 to commemorate the

spring bloom of the Rogue Valley's orchard industry. Children have been chosen as the festival's king and queen since 1957, and motorized floats have been allowed in the parade since 1964.

Early parade marshals included then-Gov. Robert Holmes in 1957, presidential candidate John F. Kennedy in 1960 and Olympic marathon gold medalist Frank Shorter in 1977.

In addition to the parade, the annual Pear Blossom Festival includes 10-mile and 5-kilometer runs sponsored by Asante, a street fair, a stamp show and various other events.

(Click on photos to enlarge.)



Asante News is published every Tuesday. Deadline for submission of articles is every Friday. Send via e-mail to asantenews@asante.org.
Question or suggestions: Call Communications and Marketing at (541) 789-3510 or extension 13510.