

**FOR IMMEDIATE RELEASE**

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## **Armada Medical Marketing Signs Society For Responsible Preventive Imaging**

**DENVER**—Armada Medical Marketing ([www.armadamedical.com](http://www.armadamedical.com)) has been retained to perform a national awareness campaign for the Society for Responsible Preventive Imaging (SRPI).

Armada is responsible for media relations, publicity and Web site development for the campaign. SRPI is comprised of 12 imaging centers and medical institutions—and associated physicians—from across the nation. The centers specialize in preventive imaging of the heart, lung and body using high-speed, low-radiation Electron Beam Tomography (EBT) scanning. Their mission is to promote the benefits of EBT technology to medical professionals, associations and the general public.

“Armada is working with SRPI to raise awareness of the life-saving benefits of the EBT heart scan,” said Jim Koehler, president and CEO of Armada Medical Marketing. “The technology has been medically validated in hundreds of studies, yet has lacked the awareness to propel the technology forward as the first line of defense in the early detection and prevention of heart disease.”

Armada Medical Marketing develops and coordinates local, regional and national marketing campaigns as well as consultation, media training and brand awareness services for health care clients for a variety of clients,

### **About Armada Medical Marketing**

*Armada Medical Marketing is the medical marketing division of GD&A Advertising & Public Relations of Denver, Colorado. Armada focuses on clients in the healthcare industry, including diagnostic and preventive imaging, retail medicine, medical equipment, supplies and devices, and related products and services. Parent company GD&A was founded in 1975 and provides marketing, advertising and public relations services for local, national and international clients. For more information on Armada Medical Marketing, visit [www.armadamedicalmarketing.com](http://www.armadamedicalmarketing.com) or call 303-623-1190 x 229. For more information on GD&A, visit [www.gda-advertising.com](http://www.gda-advertising.com) or call 303-623-1190 x 229*

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