

FOR IMMEDIATE RELEASE

April 16, 2012

Contact: Abby Vandegrift, Communications and Policy Coordinator
Florida Hospice and Palliative Care Association
Direct Line: 850.922.7776
Cell: 850.443.1727
Email: abby@floridahospices.org



Florida Hospices and Palliative Care Launches New Website and Name

TALLAHASSEE, FL – Florida Hospices and Palliative Care, now Florida Hospice and Palliative Care Association (FHPCA), is pleased to announce the launch of its new website and new name. For 29 years, FHPCA has been the state association for hospice in Florida and has grown along with the hospice movement during that time. Paul Ledford, Executive Director of FHPCA explains, “We are confident that through a new name and new website that we as a hospice association can provide clarity to the general public about who we are, what hospice is, and illuminate the quality end-of-life services our Florida Hospice Program Members provide to Floridians.”

Hospice education and advocacy is the main driver behind FHPCA’s continued growth and desire to improve the message that hospice is not just about dying, but that it is about how you live. Ledford expounds, “Florida Hospice Programs provide the best hospice care in the country and we’re proud of that. Hundreds of thousands of Floridians each year receive physical, emotional, and spiritual care through hospice and palliative care. Our goal with this new website is to continue to speak to that fact, and to show the public that hospice is a wonderful option for those at the end of their life.”

The new FHPCA name and website is launching before FHPCA’s big 30 year anniversary, which occurs this October. To learn more about FHPCA and hospice, or to see FHPCA’s new look, visit their new website at their current web address at www.floridahospices.org.

###

Florida Hospices and Palliative Care (FHPC) is a not-for-profit, IRS Section 501(c)(3) organization representing Florida’s hospice programs. The mission of FHPC is to assure excellence and access to hospice care, and advocate for the needs of those in the final phases of life.

Contact:
Website: www.floridahospices.org
Phone: 850.878.2632
Fax: 850.878.5688
Email: info@floridahospices.org