NEWS RELEASE

FOR IMMEDIATE RELEASE:

October 14, 2009 Photos available upon request. Media Contact: Katie Leigh, 773-502-5087 KLeigh5087@gmail.com Alan S. Maltz GALLERY THE FINE ART OF PHOTOGRAPHY

SUNCOAST HOSPICE DEDICATES NEW HOSPICE HOUSE FEATURING THE ART OF ALAN S. MALTZ



CLEARWATER, Fla. – Suncoast Hospice House Brookside, 164 West Lake Rd., Palm Harbor, Fla., opened its doors to the public for a dedication ceremony, ribbon cutting, tour and reception Sept. 29. The new residence features more than 50 large-format images by renowned fine art photographer Alan S. Maltz.

The 34,000-square-foot hospice house will accommodate 30 patients, with special areas set aside for their family members. The building and grounds are designed to honor the dignity of patients and their families in an atmosphere of peace. Maltz's images play a key role in enhancing Brookside's serene environment with their focus on light, beauty and nature.

"We are so pleased to be able to share Alan Maltz's beautiful work with our patients and their families. His images convey warmth and tranquility – perfect for our lovely new hospice house and its mission," said Pat Lucas, regional director, Suncoast Hospice Houses Woodside and Brookside.

Approximately 500 donors, staff, volunteers and community members attended the dedication ceremony. A large group watched the ribbon cutting by Maltz; Scott Kistler, Vice President of Suncoast Hospice; Malene Muehler (representing the late Raymond E. Jockers, donor); and Linda de Bottari, donor. Suncoast Hospice House Brookside will welcome its first patients in November.

About Alan S. Maltz

Alan S. Maltz is the "Official Fine Art Photographer for the State of Florida" and the "Official Wildlife Photographer of Florida." His work graces private, public and corporate collections throughout the world, including Bank of America Tower at International Place in Miami; Carter Presidential Library in Atlanta; The Ritz-Carlton in St. Thomas, U.S. Virgin Islands; and Canson in Caen, France.

Maltz is the author and publisher of several award-winning art books, including "Florida ... Beyond the Blue Horizon," which was selected as the official gift of Super Bowl XLI and presented to the 32 NFL team owners and the NFL Commissioner. His sixth book, "Visions of Beauty – Fort Myers, Sanibel & Beyond ..." will be released in November.

The Alan S. Maltz Gallery is located at 1210 Duval St. in Old Town, Key West. For more information, visit www.alanmaltz.com or call 305-294-0005.

About Suncoast Hospice

Suncoast Hospice is a not-for-profit agency committed to serving individuals and families as they face chronic illnesses, near the end of life, deal with end-of-life issues or are in grief. Community based, through its family of programs Suncoast Hospice offers comprehensive hospice and palliative care, caregiver education, individual and group counseling, spiritual support and many other services to the people of Pinellas County, Florida regardless of race, age, faith, diagnosis or financial circumstances. Founded in 1977 by volunteers, more than 2,200 patients and their families are served each day by Suncoast Hospice's staff of professionals along with 3,200 dedicated volunteers. To learn more about Suncoast Hospice call (727) HOSPICE (467-7423) or logon to www.thehospice.org.

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Photo caption: Suncoast Hospice House Brookside opened its doors to the public for a dedication ceremony, ribbon cutting, tour and reception Sept. 29. The new residence features more than 50 images by renowned fine art photographer Alan S. Maltz and will welcome its first patients in November. *Pictured (L to R): Malene Muehler (representing the late Raymond E. Jockers, donor); Linda de Bottari, donor; Scott Kistler, Suncoast Hospice vice president and Alan S. Maltz, artist.*