



**FOR IMMEDIATE RELEASE**

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**LCMC Health Receives Corporate Citizenship Award from City of New Orleans**  
*Mayor Landrieu recognizes LCMC for "Unlocking New Markets"*

*New Orleans, LA (February 14, 2017)* – Mayor Mitch Landrieu hosted the Corporate Citizenship Awards on Thursday, January 26, and recognized LCMC Health for its commitment to expanding economic opportunity in the New Orleans business community. As one of seven businesses recognized at this inaugural event, LCMC Health was honored for "Unlocking New Markets" by hosting the first matchmaking event between its procurement officers and local and minority-owned companies.

"LCMC Health was proud to join Mayor Landrieu's Economic Opportunity Strategy as a founding member of the Anchor Collaborative two years ago, illustrating our firm commitment to expanding economic opportunity and growth in the greater New Orleans area," said Greg Feirn, Chief Executive Officer of LCMC Health. "Today, we continue to look at innovative ways to partner with local businesses for our procurement and workforce needs. We applaud Mayor Landrieu's commitment to fostering the success of our community's businesses and individuals."

The Corporate Citizenship Awards were held at the Civic Theatre in New Orleans with more than 400 businesses and community leaders in attendance. The awards celebrated the collaborative efforts of the business community and City of New Orleans to create opportunities for local businesses and disadvantaged job seekers.

"In 2014, we launched the Economic Opportunity Strategy to create pathways to prosperity for New Orleanians and ensure that every resident had an opportunity to benefit from the City's growth. We committed our efforts to connecting the hardest to employ to real jobs and matching local businesses to strategic opportunities for growth," said Mayor Mitch Landrieu. "Today, we stand in the fruits of that work and remain committed to expanding opportunities. The way New Orleans wins is investing in ourselves and ensuring that no one is left behind. Together, we are building the New Orleans of our dreams."

To learn more about the Inaugural Corporate Citizenship Awards, [click here](#). To learn more about LCMC Health, [click here](#).

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**About LCMC Health**

Established in 2009, [LCMC Health](#) is a Louisiana-based, not-for-profit hospital system serving the healthcare needs of the Gulf Coast region. LCMC Health currently manages Children's Hospital, Touro, New Orleans East Hospital, University Medical Center New Orleans and West Jefferson Medical Center.

### **About the Economic Opportunity Strategy**

The Mayor's Economic Opportunity Strategy seeks to introduce a new way of connecting all New Orleanians to the city's economic growth through partnerships with local training providers, social service agencies, and community advocates. The Mayor's Economic Opportunity Strategy will establish a collaborative of local anchor institutions committed to expanding economic opportunity to disadvantaged job seekers and businesses. In addition, the strategy seeks to establish and align customized job training based on employer needs that prepares disadvantaged job seekers for in-demand jobs through anchor institutions and major infrastructure projects. The Mayor's Economic Opportunity Strategy was launched in September 2014.

### **Photo Cutline:**

LCMC Health CEO Greg Feirn (second from right) stands with Mayor Mitch Landrieu and fellow honorees at the City of New Orleans' first Corporate Citizenship Awards on January 26.