



**Contact:** Vanessa Kortze, Media Relations  
(P) 978.946.8287 (M) 978.809.2103  
(E) [vanessa.kortze@lawrencegeneral.org](mailto:vanessa.kortze@lawrencegeneral.org)

## **Lawrence General Hospital Now Offers Free Valet Parking**

*Partners with Curbside Hospitality to Improve Patient Access & Satisfaction*

**LAWRENCE, MA** – Lawrence General Hospital is pleased to announce that today, Monday, October 29<sup>th</sup>, it launches its Complimentary Valet Parking Service for patients and visitors to better serve the Merrimack Valley.

Curbside attendants will be assisting with parking at the hospital's Main Lobby, easing access to the facility, coordinating traffic at the entrance, and welcoming patients at the main entrance with open doors and wheelchair assistance. This complimentary parking service runs from 8:00 am to 6:00 pm Monday through Friday, with all cars parked on the hospital grounds in a secure, monitored lot.

Lawrence General is pleased to partner with **Curbside Hospitality**, the premier parking management and valet company, serving the top hospitals in the New England region and across the country.

“This added service is a result of our continuous focus on enhancing patient relations and patient satisfaction. We are thrilled to have added complimentary valet parking through Curbside Hospitality to Lawrence General, as they come highly recommended for their commitment to healthcare hospitality” said Denise Palumbo, Chief Operating Officer at Lawrence General Hospital.

“Curbside team is honored for being chosen to assist Lawrence General Hospital in their pledge to positive patient experience” commented Leann Gent, President and COO of Curbside Hospitality, Inc. “Our goal is to ensure that every patient and visitor is provided a warm greeting and a helping hand. We understand that patients may be overwhelmed or anxious when they arrive at a hospital and that is often our staff they look to first for assistance – we take this responsibility very seriously.”

### **About Lawrence General Hospital**

Lawrence General Hospital was founded in 1875, and is the only private, non-profit community hospital in the Merrimack Valley & Southern New Hampshire regions. Driven by their mission of providing access to high quality, high value medical care for the community, Lawrence General serves nearly 300,000 patients annually, offering acute inpatient and emergency care for the whole family. Lawrence General Hospital is proud to be clinically affiliated with both Beth Israel Deaconess Medical Center and Floating Hospital for Children at Tufts Medical Center. In 2011, Lawrence General Hospital provided over \$4,000,000 in Community Benefits to the Merrimack Valley. For more information on Lawrence General Hospital please visit [www.lawrencegeneral.org](http://www.lawrencegeneral.org).

###