



Children's
of Alabama®

Media Toolkit

How to reference our system:

- First reference: Children's of Alabama
- Second reference: Children's
- **DO NOT USE:** COA, Children's Hospital or UAB Children's Hospital


Location Specific Naming Conventions:

- Benjamin Russell Hospital
- Children's South
- Pediatrics East
- Greenvale Pediatrics
- Mayfair Medical Group
- Midtown Pediatrics
- North Alabama Children's Specialists
- Over the Mountain Pediatrics
- Pell City Pediatrics
- Physicians to Children/Central Alabama Children's Specialists
- Vestavia Pediatrics
- Pediatrics West
- Children's on Third
- Children's at Lakeshore
- Patriot Park

Children's at a glance:

- Licensed for 332 patients beds and 54 NICU bassinets
- In 2024, we provided care for children in all 67 counties in Alabama, along with 46 other states and seven different countries
- In 2024, we managed more than 68,000 patient visits and more than 16,000 patient admissions

CONTACT US

 A Media Relations representative can be reached 24 hours a day by calling or texting 205-800-4052.





 Media:
Garland Stansell, APR
Amy Dabbs
Tachana Johnson
Conan Gasque
Emily Williams

Children's has been recognized:

- U.S. News and World Report: Ranked among the nation's best hospitals and the best hospital for children in Alabama.
- Newsweek and Plant-A Insights: One of America's Greatest Workplaces for Women



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