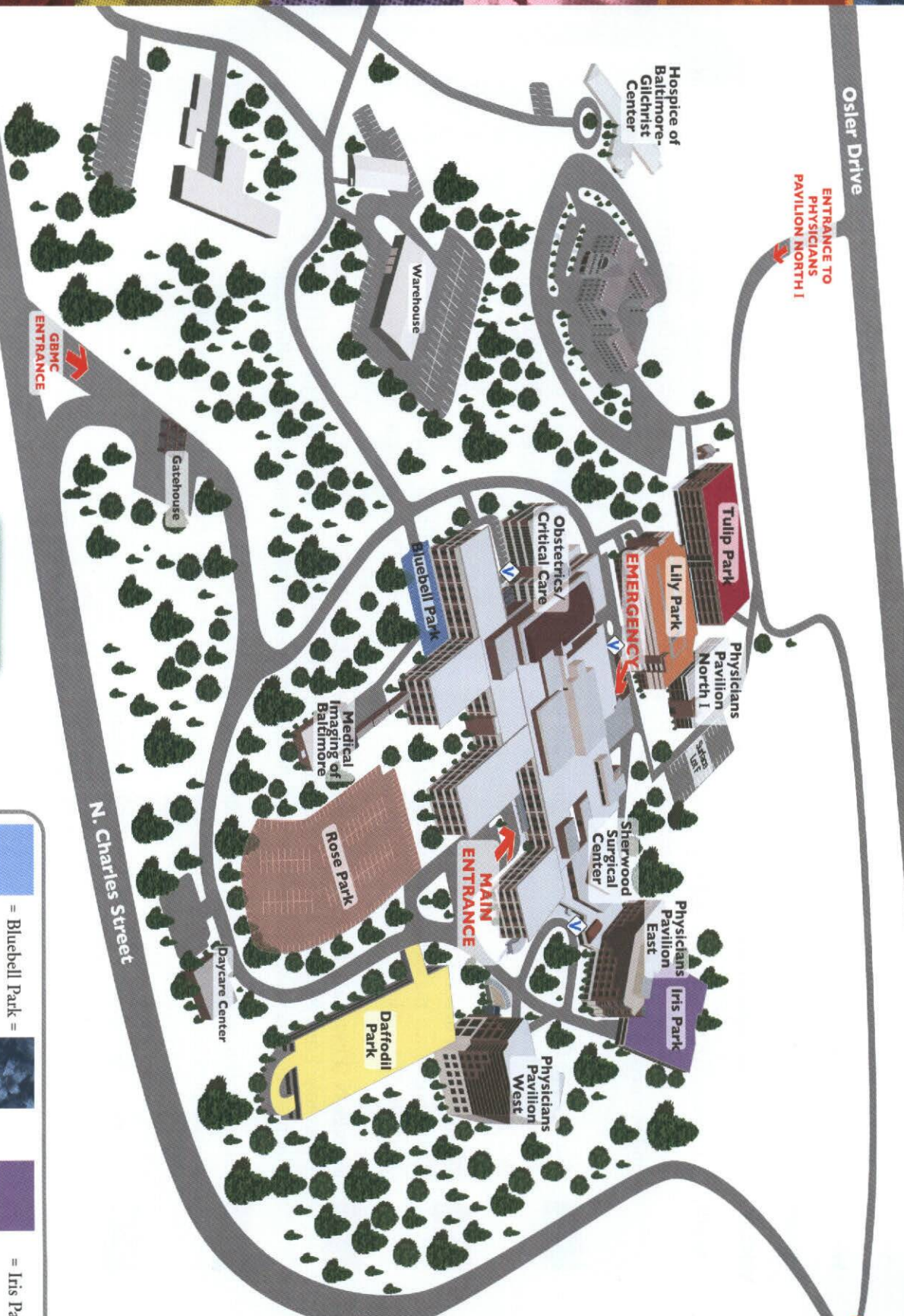


Osler Drive

ENTRANCE TO PHYSICIANS PAVILION NORTH I

ENTRANCE TO PHYSICIANS PAVILION NORTH I



Complimentary Valet Parking

FOR YOUR GOOD HEALTH,
GBMC IS A
SMOKE-FREE
AND
TOBACCO-FREE
ENVIRONMENT

	= Bluebell Park =		= Iris Park =
	= Lily Park =		= Daffodil Park =
	= Tulip Park =		= Rose Park =

NEW EXTERIOR SIGNAGE & PARKING FACILITY NAMING

FACT SHEET

WHO: Every employee, staff member, volunteer, patient and visitor to GBMC's main campus.

WHAT: GBMC is making it easier for everyone to find their way around campus by introducing a new Wayfinding Initiative.

WHEN: This multi-phase, four-year initiative will be launched in May 2007.

WHERE: Campus-wide exterior signage will "rename" the parking garages and surface lots using a colorful floral theme.

WHY: Currently, GBMC patients and visitors often become lost or disoriented while navigating the campus. The use of colors and a floral design theme will generate memorable points of reference, making it easier to find and remember parking and physician practice locations.



Surface Lot C (outside of Special Imaging) will become BLUEBELL PARK

Directions: Enter the GBMC campus and bear to the left at the "Y." Follow signs to **BLUEBELL PARK**

Fun Fact: Did you know... in the United Kingdom, landowners are prohibited from removing bluebells on their land for sale?



Garage D will become LILY PARK

Directions: Enter the GBMC campus and bear to the left at the "Y." Follow signs to **LILY PARK**

Fun Fact: Did you know... the bulbs of the tiger lily are largely grown in China as a luxury or health food?



Garage N (Physicians Pavilion North) will become TULIP PARK

Directions: Enter Sheppard Pratt on Campus View Dr. or Gatehouse Dr. Follow signs to **TULIP PARK**

Fun Fact: Did you know... in the 15th century in Holland, tulips were worth more than their weight in gold?



Garage E (Physicians Pavilion East) will become IRIS PARK

Directions: Enter the GBMC campus and bear to the right at the "Y." Follow signs to **IRIS PARK**

Fun Fact: Did you know... irises were used to make perfume and were also used as a medical remedy?



Garage A (Physicians Pavilion West) will become DAFFODIL PARK

Directions: Enter the GBMC campus and bear to the right at the "Y." Follow signs to **DAFFODIL PARK**

Fun Fact: Did you know... the American Cancer Society sponsors a fundraising campaign called "Daffodil Days" because daffodils symbolize hope and renewal?



Surface Lot B (the Main Entrance surface lot) will become ROSE PARK

Directions: Enter the GBMC campus and bear to the right at the "Y." Follow signs to **ROSE PARK**

Fun Fact: Did you know... the rose is the National Flower of the United States?