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Capital Health renames trauma center after Bristol-Myers

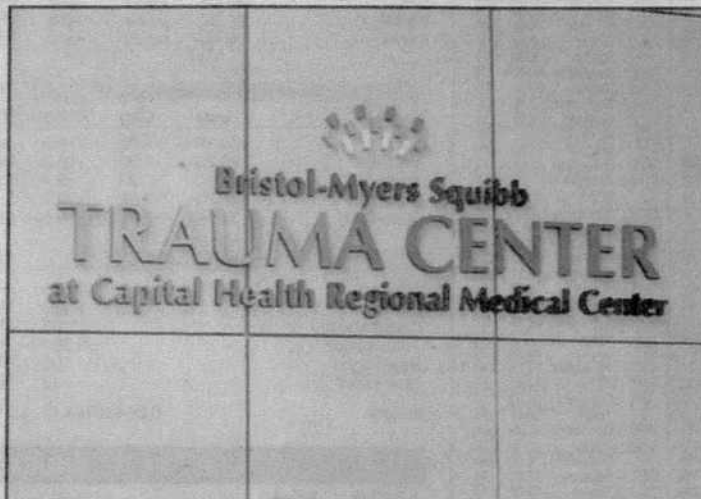
By **PAUL MICKLE**
Staff Writer

TRENTON — The trauma center at Capital Health's Trenton hospital was named for Bristol-Myers Squibb yesterday after the pharmaceutical giant donated \$5 million to the medical company.

John Damonti, president of the Bristol-Meyers Squibb Foundation, announced the gift before dozens of staffers and guests in the grand lobby of the renamed former Fuld hospital on Brunswick Avenue.

Damonti said BMS is "proud to partner with Capital Health to address the unmet medical needs and eliminate health disparities, especially in a traditionally under served community such as Trenton."

Al Maghazehe, CH CEO, and the chairman of the board of directors, Samuel J. Plumeri, thanked BMS and said the donation comes at the same time as the launch of the Campaign for Capital



Trentonian Photo/PAUL MICKLE

Capital Health Regional Medical Center renamed its trauma center after Bristol-Myers Squibb after the pharmaceutical firm donated \$5 million to the Trenton-based hospital.

Health, a fundraiser set up to bring in \$25 million to finance its hospital under construction in Hopewell Township and pay for more expansion of the city medical institution, which was renamed Capital Health Regional Medical Center on March 23.

The \$5 million is to be donated over the next five years, officials said before Maghazehe unveiled the new logo for the trauma center, now called the

Bristol-Meyers Squibb Trauma Center at Capital Health Regional Medical Center.

BMS has similarly had its name attached to the trauma center at the Robert Wood Johnson hospital in New Brunswick. In doing so, it is taking a page from the book of the American sports venues that have long sold naming rights to major corporations interested in keeping their names before the public.