

## **Enjoy Holiday Shopping Black Friday Weekend At The PRH Auxiliary's Gift Shop Pop-Up At The Pembroke Mall**

**FOR IMMEDIATE RELEASE**  
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Long considered a hidden gem, the Pembroke Regional Hospital Auxiliary's Gift Shop will make its debut beyond the hospital walls at the Pembroke Mall this Black Friday weekend!

From Friday, November 29th to Sunday, December 1st, shoppers can visit the special pop-up location across from Coles to browse a unique selection of gift items, clothing, and accessories – perfect for the holiday season.

“This event is a wonderful opportunity for us to connect with the community in a new way and showcase all that our store has to offer,” said Gift Shop Manager Brenda Long. “Our shop has been somewhat of a well-kept secret within the hospital, as well as a go-to retail stop for those who attend our community fashion shows. We're now thrilled to bring its charm to the Pembroke Mall just in time for the holidays.”

The Auxiliary's Gift Shop is known for its distinctive, one-of-a-kind items, many of which you won't find anywhere else in town. From cozy winter apparel and beautiful jewelry to festive home décor and thoughtful gifts, the shop offers something for everyone on your list. This upcoming pop-up event also includes complimentary cookies and hot cider to make your shopping experience even more delightful.

For more than six decades, the volunteer driven Auxiliary has financially supported the Pembroke Regional Hospital's upgrades and equipment purchases that are not provincially funded while also providing amenities that enhance the patient experience and the workplace.

“Our Auxiliary volunteers pour their hearts into everything that they do, and this special event is no exception,” said PRH Auxiliary President Diana Gagne, adding that all proceeds support the hospital and local health care.

The Auxiliary's Gift Shop Pop-Up will be open Friday, November 29<sup>th</sup> from 5-9 p.m., Saturday, November 30<sup>th</sup> from 9 a.m. to 6 p.m. and Sunday, December 1<sup>st</sup> from 10 a.m. to 5 p.m.

We hope to see you there!

**FOR MORE INFORMATION, PLEASE CONTACT:**  
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