

Pembroke Regional Hospital Foundation Officially Launches Their New \$1.65 Million *Cancer Care Campaign!*

FOR IMMEDIATE RELEASE

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PEMBROKE - The Pembroke Regional Hospital (PRH) Foundation officially launched its new *Cancer Care Campaign* earlier today with a virtual event to make the public announcement. This \$1.65 million dollar campaign will fund the update, expansion and overall improvements to the Chemotherapy and Medical Daycare units at the hospital along with the in-house Pharmacy where, among other things, the chemotherapy medications are prepared.

PRH Foundation Executive Director, Roger Martin said, "The campaign goal is \$1.65 million and to date with the help of many personal donations from the community as well as through new fundraising initiatives such as the *Auto Lotto Car Lottery for Health Care*, the upcoming *Radiothon* and the *Catch the Ace* progressive lottery, we have raised just over \$200,000 thus far, leaving \$1.4 million to go!"

Cancer is a disease that touches everyone. It doesn't discriminate and sadly many of us know friends or loved ones who have had it or perhaps who have had a personal experience. Despite the many advancements in cancer care through prevention, early detection, diagnosis and treatment we haven't been able to eradicate it, but for those undergoing treatment we can make the experience better and that's the goal of the *Cancer Care Campaign*.

"In partnership with the Ottawa Hospital's Regional Cancer Program, our satellite chemotherapy service at PRH was launched in 2011," said PRH President and CEO Pierre Noel. "When it began, there were approximately 300-400 visits per year. That has now expanded to over 1,000 with more growth on the horizon. This is why expansion and upgrades to the chemotherapy unit here in Pembroke is so important," Mr. Noel said.

Through this campaign, PRH will be able to offer state-of-the-art care to more local cancer patients. As Todd O'Connor, past patient and cancer survivor stated during the virtual launch, "I cannot put into words my thanks for being able to have my second surgery and subsequent chemotherapy treatments at the Pembroke Regional Hospital with my friends and family by my side." *Keeping Cancer Care Close to Home* is something so important to local cancer patients and their families, it cannot be measured.

The funds raised for the *Cancer Care Campaign* will go towards upgrades for the Chemotherapy unit, sterile room and Medical Daycare unit as well as new furnishings and equipment costs. This is what the PRH Foundation needs the public's help with to accomplish the goal for the needs of our community.

Lisa Edmonds, PRH Foundation Chair, shared some of the many ways in which you can help:

- You can donate stocks, which offer tax benefits
- You can plan a donation from an estate

- You can make a pledge over a period of three or five years so that you can spread out your donation
- You can join our *Monthly Giving Club* or
- You can make a one-time donation

Donations to the PRH Foundation are welcome at any time by calling (613) 732-2811, extension 7408 or visiting the PRHF website at www.prhfoundation.com/cancercare/.

FOR MORE INFORMATION, PLEASE CONTACT:

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