

# Pembroke Regional Hospital Launches Official Twitter Account

**FOR IMMEDIATE RELEASE**

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**PEMBROKE –** The Pembroke Regional Hospital is excited to announce that its online presence has expanded with the launch of @PRHhospital, the hospital's official Twitter account.

**“We are always seeking ways to improve the way we communicate with our patients, our visitors and the broader community”** said Hospital President and CEO Pierre Noel.

**“Several years ago our hospital joined Facebook and we've experienced great engagement with those in our community through the sharing of timely news items, photos, videos and more, leading to over 1,000 'likes' of our page,”** Mr. Noel said.

**Public Affairs and Communications Coordinator Carolyn Levesque said that adding the popular social media site to the hospital's multi-pronged approach to communications will help reach those in the region who rely on Twitter for their daily news.**

**“Twitter is a great tool that will allow us to connect with more people in our community while sharing news and events, and it will also enable us to communicate quickly in times where messages of an urgent nature need to get out,”** Ms. Levesque said.

**“We're looking forward to welcoming our 'followers' and hope that @PRHhospital will become a go-to site for the latest hospital news and information, as well as newsworthy posts from our healthcare partners. ”**

**FOR MORE INFORMATION, PLEASE CONTACT:**

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