

Show the Pembroke Regional Hospital Some Love this February and  
Support the *Connect to Care Radiothon*!

**FOR IMMEDIATE RELEASE**

**February 3, 2021**

**(Pembroke)** On March 4th, from 9 a.m. to 5 p.m., the Pembroke Regional Hospital Foundation will be taking over the airwaves as MyFM hosts the 4th annual *Connect To Care Radiothon* in support of the Pembroke Regional Hospital.

Since gathering restrictions and COVID safety measures prevent us from getting together at the Pembroke Mall to fundraise as we have in the past, this year's *Radiothon* will take place exclusively on MyFM and fundraising will happen throughout the month of February.

Leading up to the *Radiothon*, the PRH Foundation is inviting local individuals and businesses to get involved by hosting their own fundraisers as "Community Ambassadors".

"We would love to see everyone participate and pull together to bring best-in-class care to local families, even during these unforeseen times," said Community Fundraising Specialist Leigh Costello. "This is an opportunity to beat those 'quarantine blues', have fun and get involved in your community in a safe, positive way throughout the month of February." With live broadcasts over one of Renfrew County's most popular radio stations, the *Connect to Care Radiothon* is the ideal venue to showcase your philanthropic commitment to our community.

As part of the March 4<sup>th</sup> event, all contributions will be celebrated live on MyFM with Art Jamieson, PRH Foundation staff and MyFM hosts. "Every dollar helps, and we thank the community in advance for their unwavering support," Ms. Costello said.

All proceeds will support the *Cancer Care Campaign*, raising funds for the Pharmacy, Chemotherapy and Medical Day Care units. When residents from across the county donate to the *Connect to Care Radiothon* it will bring the Foundation one step closer to reaching their community goal of \$1.65 million to improve the lives of local cancer patients! Together we can do this!

PRH Foundation Executive Director Roger Martin said "We are super excited for this year's *Radiothon* for two reasons. First, it's providing those who have always supported the hospital or those who wish to support it with a continued way to do so amid the pandemic, while doing it safely through online giving. Secondly, it will help raise the much needed funds for our *Cancer Care Campaign* in order to make a difference in the fight against cancer, and keep cancer care close to home."

Thank you to *Connect to Care Radiothon* sponsors: 104.9 MyFM, Frank Carroll Financial, Bennett Electric, OK Tire Pembroke and Lindsey Cupelli – The Mortgage Advisors.

If you or someone you know would be interested in sponsoring the *Radiothon*, becoming a community ambassador or making a donation, please email [leigh.costello@prh.email](mailto:leigh.costello@prh.email) or call (613) 732-2811, extension 6129.

All contributions and support are greatly appreciated as we work together to bring state-of-the-art health care to Renfrew County families.

**FOR MORE INFORMATION, PLEASE CONTACT:**

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