

## **The Pembroke Regional Hospital Foundation Launches Their First Annual *Community Challenge for Healthcare!***

**FOR IMMEDIATE RELEASE**

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The Pembroke Regional Hospital Foundation is excited to announce their first annual ***Community Challenge for Healthcare!*** From February 15<sup>th</sup> to March 15<sup>th</sup>, the Foundation is challenging local individuals, groups and businesses to become "Healthcare Challengers" and support their regional hospital and local cancer care in a fun, creative or competitive way of their choice with special recognition for their efforts!

"We have partnered with MyFM where our 'Healthcare Challengers' will be featured on the radio – one per day, announcing their fundraising successes and giving thanks for their support of local healthcare," said Community Fundraising Specialist Leigh Costello.

"A 'Healthcare Challenger's' goal is to raise \$500 or more for the PRHF *Cancer Care Campaign*. They can choose to host a fundraiser at their business or create a fun team-building challenge with their staff and collect pledges - anything goes," said Executive Director of the Foundation, Roger Martin, who added, "We are excited to see all the fun ideas people have, and to celebrate with them! Each 'Healthcare Challenger' who raises the \$500 goal will receive a huge thank you and their choice of t-shirt/ball cap, pizza party or a trophy for their team."

Leigh Costello adds, "The fundraising ideas are endless! You can fundraise on your own or as a group in a way that works best for you. We challenge everyone to come up with a fun idea and we look forward to being a part of them all. Whether it be a hot wing or pizza eating challenge for pledges, donating a portion of your sales from your business or walking/running for pledges from friends and family, anything goes."

Roger Martin explained that this newly-branded initiative will replace the *Connect to Care Radiothon* which had been held in March for the past six years. Those who were supporters of the *Radiothon* in the past will still be contacted this year and encouraged to donate and support the *Community Challenge for Healthcare*."

**The Community Challenge for Healthcare is sponsored by these generous local businesses: Frank Carroll Financial, Lindsey Cupelli – Mortgages By Lindsey, Ok Tire Pembroke and Supporting Sponsor Rowan's Pharmasave. The Foundation is still accepting event and supporting sponsors.**

For inquiries or to register, please contact the PRH Foundation office at (613) 732-2811, extension 7408 or visit the PRHF website at [www.prhfoundation.com](http://www.prhfoundation.com).

**FOR MORE INFORMATION, PLEASE CONTACT:  
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