

## **Virtual Gathering For *Un-Gala@Home* Event Raises \$135,000 For The Pembroke Regional Hospital, Closing Out \$2.5 Million *Cutting Edge Campaign***

FOR IMMEDIATE RELEASE  
October 29, 2020

While the pandemic may have prevented the gathering of community leaders, hospital staff, doctors, business owners and philanthropists for the Pembroke Regional Hospital Foundation's *Black & White Gala* on October 17<sup>th</sup>, the *Un-Gala@Home*, a unique and innovative alternative to the annual fundraiser didn't disappoint, and raised over \$135,000 in the process.

"We are grateful to everyone who took part in this unique and unprecedented event, the sponsors of the evening and the volunteer committee who organized this incredible fundraiser," said PRHF Executive Director Roger Martin. "Together, we surpassed our goal for our first event of this kind," he said, adding that this new event reminds us that even though we cannot all be together at this time, we can still celebrate in our own homes, enjoy an amazing dinner and entertainment, and most importantly, still support the Pembroke Regional Hospital in its efforts to ensure they have the equipment they need.

Over 190 guests purchased tickets for this year's *Un-Gala@Home*, creating their own "at home" experience and enjoying a divine four-course meal prepared by Ullrich's on Main, baguette from Willkie's Fresh Baked Bread, and dessert from 2 Tarts & A Truffle. The meal was accompanied by a pre-recorded YouTube video created by Jake Neville's "The Vibe" which brought the *Un-Gala* experience to life by capturing special remarks and entertainment.

In his video segment, PRH President and CEO Pierre Noel thanked everyone for their support of the annual *Gala* and announced the completion of the *Cutting Edge Campaign* following nearly three years of fundraising to reach the \$2.5 million goal. He added that the renovation work on the hospital's Surgical floor will begin in 2021.

*Un-Gala@Home* Committee Chair Laura Carroll directed her gratitude to those who participated in or supported the event. "Whether your donation has been financial, in-kind, or your personal time – each and every one of you has embraced the responsibility of taking care of one another. We are so fortunate to feel the compassion of the great champions of our community here tonight, so thank you."

Along with the night's memorable video addresses, written words of congratulations were shared including a letter from Governor General Julie Payette. "This special presentation, the *Un-Gala@Home*, is an opportunity to get together virtually, to give thanks to every health care professional and every essential hospital worker, and to celebrate our collective resilience. Even when we are forced to keep a safe distance, we continue to find ways to support each other." Being a unique year, recorded videos from Petawawa Mayor Bob Sweet, Pembroke Mayor Michael Lemay and Ontario's Premier Doug Ford were also included as they delivered their messages of support for the *Un-Gala@Home*, our health care professionals and our community's essential workers.

Pembroke Regional Hospital Foundation Board Chair Lisa Edmonds echoed the many positive remarks made by our dignitaries and went on to say, “Having been involved with our *Gala* since its inception, this year was truly a unique event. Our team of volunteers were tenacious in forging ahead to create an experience of taking the *Gala* home. Thank you, to you, our community, for really stepping up to prioritize our hospital and our essential workers. You make our community a wonderful place to call home.”

Some of the major *Gala* sponsors included, BMO Financial Group, Frank Carroll Financial, Western Financial Group, the PRH Radiologist Group and Canadian Tire Pembroke.

An online auction was also part of the event, held to raise additional funds to help close out the *Cutting Edge Campaign*. Some of the items and packages for auction included: Winter and summer weekend get-a-ways at Mont Ste. Marie from Griff Slaughter, Mont Ste. Marie, and Golf Lac Ste. Marie; a set of diamond earrings from Star-Set Jewellers; a 12-pack of gifts generously donated by Downtown Pembroke businesses; a gift certificate for beverages for a year donated by Dubeau’s Grocery; and some amazing butter tarts donated by Laurie Serran which fetched an incredible \$185.

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](http://www.prhfoundation.com).

**FOR MORE INFORMATION, PLEASE CONTACT:**

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