

Pembroke Regional Hospital Foundation Launches NEW Digital Donor Wall

FOR IMMEDIATE RELEASE

September 23, 2022

PEMBROKE - The Pembroke Regional Hospital Foundation is excited to share that they now have a new way to recognize and celebrate donors with the launch of a *Digital Donor Wall*.

The new donor wall replaces the hospital's original recognition display located on the ground floor of Tower B which was created in 2004 but quickly outgrew its space thanks to the generosity of many financial contributors from Pembroke and the surrounding area!

"The time has come to showcase our donors in an easier to read recognition wall, and create a donor wall that is not only current, but uses technology in a way that not only says 'Thank You' but also says we will always appreciate you," said PRH Foundation Executive Director Roger Martin, adding that the new wall is also located on the ground floor of Tower B in the atrium area by Mulvihill Drug Mart.

The new *Digital Donor Wall* not only showcases donors, but also highlights the Foundation's fundraising activities and ways the community can get involved. In addition, thanks to the state-of-the-art technology, the new wall features an area with QR codes that can be quickly and safely scanned with a smart phone, allowing donors to select a project of their choice, and then be redirected to the secure donation site.

The final exciting piece of our new donor wall is the *Giving Garden* located beneath the wall. The garden's many plants were generously donated by Astrid's Floral Boutique, and the garden gives the community an opportunity to purchase a plaque in memory of, or in honour of someone they wish to recognize or remember.

PRH President and CEO Pierre Noel says, "Giving is not just about making a donation. It's a gesture that lets others know that the care they received was exceptional – or perhaps that the care their family member received was life-saving. This modern donor wall and *Giving Garden* not only enhances this part of our facility but sends a message that we value those who value us and we want their contribution to be noted and shared with those in our care."

PRH Foundation Chair Lisa Edmonds adds, "The Board of Directors thanks our many donors who adorn this new Digital Wall. Thank you for supporting our many campaigns, which in turn support all of those who use the hospital's many services. This new *Digital Donor Wall* is just one way to say thank you for your continued support and donations to the highest priority needs here at our hospital."

For more information regarding the new *Digital Donor Wall* or to make a donation, please visit our website at www.prhfoundation.com.

FOR MORE INFORMATION, PLEASE CONTACT:

Roger Martin, Executive Director

Pembroke Regional Hospital Foundation

roger.martin@prh.email / (613) 732-2811, extension 6223