

The Pembroke Regional Hospital Foundation Launches Their 3rd Annual *Community Challenge for Healthcare!*

FOR IMMEDIATE RELEASE
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The Pembroke Regional Hospital Foundation is excited to announce their 3rd annual ***Community Challenge for Healthcare!*** From March 1st to March 31st, local individuals and businesses are encouraged to become "Healthcare Challengers" and support their regional hospital and local health care in a fun, creative or competitive way of their choice with special recognition for their efforts!

"We have partnered with myFM who will be featuring the 'Healthcare Challengers' on the radio to announce their fundraising successes and give thanks for their support of local healthcare," said Community Fundraising Specialist, Leigh Costello.

"A 'Healthcare Challenger's' goal is to raise funds in support of the greatest priority equipment needs at the Pembroke Regional Hospital which are not fully funded by the government. Funds raised from this year's event will go towards the purchase of a new surgical light for an operating room at PRH," said Executive Director Roger Martin of the PRH Foundation. "We are excited to see all the fundraising ideas people have, and to celebrate with them!"

Leigh Costello adds, "The fundraising ideas are endless! Last year, we had businesses of all sizes hold fundraisers, such as donating a portion of sales from a specific product or for a specific time, collecting donations from customers at check out, holding a yard sale - anything goes."

The *Community Challenge for Healthcare* is sponsored by these generous local businesses:
**Frank Carroll Financial, The Brick Pembroke, Roseburg Forest Products,
Stephanie Hughes, MacEwen and myFM**

If you would like to join the challenge and raise funds as an individual, group or business throughout the month of March, please contact Community Fundraising Specialist, Leigh Costello at leigh.costello@prh.ca.

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.

FOR MORE INFORMATION, PLEASE CONTACT:

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Facebook: [@PembrokeRegionalHospitalFoundation](https://www.facebook.com/PembrokeRegionalHospitalFoundation)

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