

Release Date: March 20, 2020

Community can support patients and frontline healthcare workers during COVID-19 crisis through PRHC Foundation

Peterborough, ON: The PRHC Foundation announced today that effective immediately, anyone wishing to support Peterborough Regional Health Centre (PRHC) patients, frontline healthcare workers and staff during the COVID-19 crisis can now do so with a dedicated donation.

PRHC Foundation President & CEO Lesley Heighway says that the COVID-19 crisis will bring unprecedented challenges to PRHC. "Your hospital needs you now more than ever," said Heighway. "We must ensure our frontline healthcare professionals and staff have the tools, technology and supports they need to care for their sickest patients – and themselves – during this difficult time."

With key needs ranging from lifesaving equipment and technology, to supports for patients and frontline healthcare workers and staff, critical funds are required now to ensure PRHC can respond quickly to their fast-evolving needs as the impact of this virus is felt.

"PRHC's expert healthcare professionals, staff and leaders are on the frontline of this crisis and they're mobilizing," said Heighway. "They're ramping up to ensure the right resources are in place, getting ready to take care of us and the people we love with the same expertise, compassion and dedication they demonstrate every day."

"In the same way that PRHC's teams are mobilizing to support you, we're mobilizing now so we can be ready to support them as soon as help is needed," she added. "We must act quickly and do whatever we can to lessen the impact on our community, our hospital, its patients, and our frontline healthcare professionals."

Anyone wishing to show their #gratefulheart to PRHC's healthcare professionals and staff with a special message of hope or thanks now have two ways to do so via the PRHC Foundation's website. Visitors to the site can opt to send a message with a donation in support of the cause through the *Grateful Hearts* program, or via the site's "Share Your Message" function if a donation is not possible at this time.

Working in partnership with PRHC, the Foundation has committed to sharing these messages daily with PRHC doctors, nurses and staff via the hospital's internal communications channels, providing a boost to morale when it's needed most.

"The continued spread of Coronavirus/COVID-19 both here at home and around the world has many of us feeling understandably anxious and worried," said Heighway. "It's also inspiring many of us to wonder how we can help. By making a donation and/or sharing a message of hope and thanks, you'll be standing behind our frontline healthcare workers as they respond to the challenge ahead, helping to ease their burden."

For more information or to donate over the phone, please call (705) 876-5000. To donate online, send a *Grateful Hearts* message, or send a message without a donation, please visit www.prhcfoundation.ca. Donations will also be accepted by mail c/o PRHC Foundation, 1 Hospital Drive, Peterborough, ON, K9J 7C6.

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About the PRHC Foundation:

Supporting outstanding patient care has been our purpose, promise and passion since the Foundation's inception in 1979. Our goal is simple – we work with the community to help make great care possible at PRHC. Community donations not only fund the technology that forms the foundation of patient care, they also bring new lifesaving services to your community and help PRHC attract and retain expert doctors, nurses and staff.

For more information, contact:

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