

FOR IMMEDIATE RELEASE

Thursday, April 16, 2020

**\$50,000 matching gift will double the impact of donations
to PRHC Foundation's COVID-19 response fund**

Peterborough, ON: The PRHC Foundation announced that beginning today, donors will have a special opportunity to double the impact of their donations to the PRHC Foundation's COVID-19 response fund thanks to a generous gift from David and Patricia Morton.

The Mortons will be matching the community's donations to the PRHC Foundation's COVID-19 response fund with a gift of up to \$50,000 to encourage all who can, to support the hospital's brave staff during the pandemic. Speaking of the healthcare teams, Patricia says, "Their courage is simply amazing as they risk their own lives to save others."

The Mortons are long-time champions of PRHC. David was the Chair of the Foundation's *Breaking New Ground Campaign* to build the new hospital. The former President and CEO of the Quaker Oats Company of Canada, David currently serves on the Foundation's Board of Directors. Patricia is a retired professor at Trent University, and both remain active volunteers in the Peterborough and Lakefield area. In 2018, they were inducted into the Peterborough Pathway of Fame for their philanthropic contributions.

Community members who are able to give at this critical time will have their COVID-19 related donations matched dollar for dollar, up to \$50,000, to help fund the investments PRHC must make in order to provide the best possible care to patients, and keep the frontline healthcare teams safe.

"We believe there's never been a more important time to support our hospital," says David. "Our hope is that our gift will encourage others, and as a result our collective philanthropy will go twice as far to support the work of PRHC's dedicated physicians, nurses and staff."

For weeks, PRHC's healthcare professionals and leaders have been working to make sure they're in the best possible position to respond to the COVID-19 crisis. The PRHC Foundation is working closely with colleagues at the hospital to identify and support their key priorities through the COVID-19 response fund.

Donations will help fund vital investments like additional ventilators, laryngoscopes for emergency intubation, additional ICU beds, provisions and wellness supports for staff who must stay at the hospital while treating patients, and more protective equipment and scrubs to help keep them safe. Gifts will also support the area of greatest need as determined by the hospital so that the Foundation can quickly fund the most urgent COVID-19 priorities to help care for patients.

Lesley Heighway, President & CEO of the PRHC Foundation is grateful for the impact the Mortons' matching gift and community donations will have on care at PRHC during the pandemic: "Through this matching gift, our goal is to raise \$100,000 – part of our ongoing efforts to support PRHC's COVID-19 response. On behalf of the hospital and PRHC Foundation, thank you to David and Patricia. We hope

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their generosity will inspire others to join us in supporting the frontline healthcare providers caring for patients through this crisis. Let's all stand behind PRHC's dedicated doctors, nurses and staff as they face this challenge."

For more information or to donate over the phone, please call (705) 876-5000. To donate online or send a *#gratefulheart* message, 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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For more information, please contact:

Lesley Heighway
President & CEO
PRHC Foundation
T: (705) 761-0392
E: lheighwa@prhc.on.ca