

"We have an extraordinary opportunity to make our expectations for advanced health care a reality for our region."



▶ Jim Devlin, President Coach Canada
Chair, By Your Side Campaign

it's my hospital

I am volunteering to help my hospital because I want to make a difference. Having been a patient at the Peterborough Regional Health Centre, I have seen first hand the need for new equipment and advanced technology.

A new building and highly skilled health care professionals are only part of the equation. The \$10 million **By Your Side** Campaign is the next step. The money will be used as part of the \$70 million investment PRHC is making to upgrade and replace outdated equipment and to purchase new technology. We must keep pace with advances in technology to ensure delivery of the best possible patient care and to continue to attract the best and brightest health care professionals to be by your side.

As Chair of the **By Your Side** Campaign, I am very proud of the volunteers that have accepted our invitation to be members of the Campaign Cabinet – the leadership of the Campaign. Over the next few weeks we will be profiling the members of the Campaign Cabinet. They are leaders in the community and each has stepped forward with their endorsement and support of the goals of the Campaign and PRHC.

by your side
CAMPAIGN



to learn more visit www.byyourside.ca