

The 15th Anniversary of the Pembroke Regional Hospital Foundation's *Black and White Gala* Raises Record Amount of \$215,750!

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On October 15th, the Pembroke Regional Hospital Foundation (PRHF) celebrated the 15th anniversary of their signature fundraising event, the *Black and White Gala*, while raising a record \$215,750 in support of the *Cancer Care Campaign*!

The return to an in-person event followed a two-year pivot to the virtual "*Un-Gala @Home*".

Fundraising Specialist Leigh Costello said the Foundation was excited to host an in-person event once again and achieve such an incredible amount thanks to their event sponsors and attendees.

Executive Director Roger Martin expressed his excitement for this year's 15th in-person Gala! "It was so exciting to see people back together to support the *Cancer Care Campaign*. This campaign will see improvements to the Chemotherapy and Medical Daycare units as well as the in-patient Pharmacy which prepares the much-needed medication for those receiving treatment here at the PRH."

By the end of the campaign, Mr. Martin said that the Chemotherapy area will be equipped to expand the amount of treatment chairs by almost 50%. "This is great news for our community! Thank you to everyone who helped make this year's anniversary event a huge success."

PRH President and CEO Pierre Noel said the hospital owes a debt of gratitude to the PRH Foundation and its supporters not only for the Gala's outstanding achievements, but for the community fundraising that has taken place over the past 20 years.

"Community fundraising is an integral part of our operations. Without it, we would have no financial means to purchase state-of-the-art equipment and make the necessary upgrades to our infrastructure. Over the past two decades alone, the PRH Foundation has raised over \$20 million for local health care and our patients have been the beneficiaries," Mr. Noel said.

MC Kyle Robinson welcomed the 200 guests in attendance at the Normandy Officers' Mess at Garrison Petawawa. Guests enjoyed a four-course meal prepared by Ullrich's, dessert by 7th Heaven Sweets, beautiful décor by Parvati & Athena Events, and flowers by Astrid's Floral Boutique. During dinner, auctioneer Molly McGuire auctioned off some incredible locally donated items such as a gold necklace and diamond pendant from Star-Set Jewellers, a Mont St. Marie Weekend Getaway from Griff Slaughter GSX and an Ultimate Christmas Party from Legends Bar and The Ghost Town Cryers, to name a few.

Mr. Martin highlighted the evening's \$10,000 *Gift of Humanity* sponsors and presented each with a commemorative award. This included Bell + Associates Architecture/Bromley Consulting, Parvati & Athena Events, Frank Carroll Financial, Barb and Ray Pilon of Canadian Tire Pembroke and the Pembroke Radiologist Group, with special mention to Milton and Leona Borenstein. A special

award of recognition was presented to Frank Carroll Financial for their decades of sponsorship, volunteerism and support of the *Black and White Gala* and the PRH Foundation as a whole. The award was accepted by Managing Director Laura Carroll.

After dinner, attendees enjoyed music and dancing with local band Sidewinder. Guests also enjoyed casino games from Ry J's Climbing Adventures, drink samples from White Water Brewery and O'Kenny's as well as charcuterie cups from His & Hers Gourmet Grazing. John Butler photography was also onsite to take professional photos.

PRH Foundation Board Chair Lisa Edmonds said, "I am so proud to have been a part of the *Black and White Gala* since its inception 17 years ago! In those 17 years, we have raised an incredible two million dollars for our Pembroke Regional Hospital! These funds have enabled our hospital to purchase much-needed equipment to improve our local healthcare for generations to come. As 90% of the equipment the hospital requires is not funded through the provincial government, it is up to us as a community to help raise these funds through endeavours like the *Black and White Gala*".

"I would like to recognize and sincerely thank the Gala's hard-working planning committee - Laura Carroll, Dr. Christy Natsis, Claire Ullrich, Jake Neville, Donna Saal, Patti Bromley, Marianne Minns, Marion Ullrich, Mark Williamson, May Seto, Victoria Sweet and Briana Donnelly," Mrs. Edmonds said.

Donations to the PRH Foundation are welcome at any time by calling (613) 732-2811, extension 7408 or by visiting the PRHF website at www.prhfoundation.com.

FOR MORE INFORMATION, PLEASE CONTACT:

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