

**PRH Foundation Announces New Annual Community Fundraising Event,
*Heroes Run for Healthcare!***

FOR IMMEDIATE RELEASE

March 17, 2022

(Pembroke) The Pembroke Regional Hospital Foundation is delighted to announce their newest annual fundraising event, *Heroes Run for the Healthcare*, presented by: Canadian Nuclear Laboratories in memory of Dr. Kim Armstrong! The first annual event will take place on Saturday, May 14th in beautiful downtown Pembroke.

“This 2km hero themed kids run and 5km community run event will bring our community together for a common goal each spring to support local healthcare,” said Planning Committee Chair, Scott Coombes. “This year's event will support the *Cancer Care Campaign* which will fund the expansion and upgrades needed for the Chemotherapy and Medical Daycare units at your Pembroke Regional Hospital, so that even more local cancer patients can receive treatment close to home,” added the PRH Foundation’s Executive Director, Roger Martin.

“This event celebrates our local heroes, whether that be your neighbour, your mother or local fireman, we want to celebrate all the heroes that make our community such a great place to live!” said PRHF Community Fundraising Specialist, Leigh Costello.

The 2km hero themed kids run will include many treats, super hero meet and greets and even their very own super hero cape. Registration for kids 12 and under is \$20 and their guardians can accompany them on the run free of charge. Kids run organizer Tammy Blackmore said, “Grab your super hero costume and embrace your super powers, all while making a difference. Meet many of your favourite super heroes during our 2km themed family run. You will receive a bag at the start line to collect treats from Batman, Superman, Spiderman, Super girl and many other super heroes along the route. When you complete your 2k mission you will receive a super hero cape”.

All event participants will be encouraged to fundraise and raise pledges in support of the PRHF *Cancer Care Campaign*. There will be a prize awarded for the top fundraiser valued at over \$500 as well as a draw for all participants who fundraise over \$100 to be entered into for a \$1,000 Apple product package!

Online registration for this event will open Wednesday, March 30th. Pricing is \$30/person for the 5km timed run and \$20/child for the 2km hero themed fun run. A special group rate for schools, youth organizations, corporate groups and sports teams of \$150 is available for the 5K run.

To register online please visit www.heroesrunforhealthcare.ca or visit the Foundation’s website at www.prhfoundation.com on March 30th! For more information about group registration please contact Leigh Costello at leigh.costello@prh.email or (613) 732-2811 extension 7408.

Donations towards the *Cancer Care Campaign* are welcome at any time and can be made by contacting the Foundation Office at (613) 732-2811, extension 7408 or by visiting www.prhfoundation.com.



FOR MORE INFORMATION, PLEASE CONTACT:

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