



United Way
of Peel Region

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Three Peel Region hospitals unite for joint United Way campaign

MISSISSAUGA — In a strong show of community spirit, leaders from The Credit Valley Hospital, Trillium Health Centre and William Osler Health System today launched the first-ever tri-hospital campaign for United Way of Peel Region and United Way Toronto. Together, the hospitals — which have sites across Peel Region and Toronto— are attempting to raise \$30,000 in the United Way’s Community Fund to support vital local social services, programs and initiatives.

“As hospitals we already work together to support our patients and their care within our hospital communities,” said Michelle DiEmanuele, President and CEO of The Credit Valley Hospital. “This joint initiative to support United Way takes our partnership a step further. It is an opportunity for us to make a further difference in the community where we live and work through our personal donations. By supporting United Way, I believe we are really supporting each other.”

The campaign was officially launched at Credit Valley today and will conclude on October 7 at Osler’s Brampton Civic Hospital site. As part of a friendly competition, the three hospitals will vie for unique trophies and bragging rights for the most money raised, highest employee participation rate and the strongest spirit.

“Staff at our hospitals understand that, together with United Way, we play important roles in providing a circle of care for our community,” said Janet Davidson, O.C., President and CEO, Trillium Health Centre. “Many services supported by United Way help people maintain their health and well-being. And after a hospital stay or procedure, programs funded by United Way provide vital support for our patients in the community.”

For their campaign, the three hospitals created the slogan, “*United we can make a difference in our neighbourhoods*”. The slogan will help inspire support and remind the community that United Way and the hospitals work together to improve lives.

“Each of us wants to live in a neighbourhood that is vibrant, safe and healthy,” said Matt Anderson, President and CEO of William Osler Health System. “United Way not only supports individuals and families in challenging times, but also helps residents become engaged in their own neighbourhoods to create positive change at a very local level.”

“United Way is the largest non-governmental funder of social services in our community and last year more than 420,000 people in Peel Region received support from a service funded by United Way,” said Shelley White, CEO of United Way of Peel Region. “We are thrilled with the initiative of our local hospitals in demonstrating another facet of their care for our community.”

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