



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

PRIMACARE LIVING SOLUTIONS CELEBRATES NATIONAL NURSING WEEK

May 10-16 is National Nursing Week across Canada; a week to celebrate the many contributions that nurses make to the well-being of Canadians from coast-to-coast-to-coast, especially during these difficult times.

Primacare Living Solutions joins the rest of the country in celebrating all nurses, but especially the nurses and all the other caregivers in our Homes. Your devotion, your compassion, your dedication, and your resilience are both humbling and inspiring. You embody Primacare's commitment to people-focused quality care and, as a result, you make the lives of our residents so much richer every day.

By their very nature, caregivers care deeply and they give generously. To honour this spirit and to recognize that the community of caregivers is global in scale, Primacare is launching a fundraising campaign to help the people of India as they struggle through a horrible wave of COVID-19. We're asking everyone in each of our Homes to drop their spare change in a dedicated container. All funds raised will be sent to the Canadian Red Cross India COVID-19 Response Appeal.

Primacare will kickstart the fundraising campaign by donating \$500 per Home. We ask that everyone join in and support this campaign any way you can. If you can't make a donation at our Homes, then please do so directly at [redcross.ca](https://www.redcross.ca).

The theme of National Nursing Week this year is "We Answer The Call." We hope everyone will take this theme to heart and answer the call for help that's coming from India. Doing so honours all the nurses and caregivers who answer the call here at home every day.