

Bayshore Home Health becomes an official sponsor of Hike for Hospice Palliative Care

Mississauga, April 26, 2006 – Bayshore Home Health is proud to announce its recent partnership with the Canadian Hospice Palliative Care Association (CHPCA).

As the exclusive home care sponsor of the association's Hike for Hospice Palliative Care (May 7) and a sponsor of National Hospice Palliative Care Week (May 1-7), Bayshore Home Health has committed to help the association advance hospice palliative care at the community level.

"This partnership is a natural fit for us," says Bayshore Home Health's President, Stuart Cottrelle. "Palliative care is such a large part of what we do. This new relationship will help our branches build relationships with hospices directly in their communities and better support their fundraising efforts. It also brings greater meaning to our work as we deliver care to clients and families during a very difficult time in their lives."

The hike, which takes place in more than 90 communities across Canada and is in its third year, raises much-needed financial resources for local hospice palliative care organizations. It also helps build awareness of the challenges that exist in hospice palliative care and of the phenomenal work volunteers and professionals perform daily. More than 30 Bayshore Home Health locations are participating in this year's hike and related fundraising activities.

"Our staff are very excited about this hike," says Bayshore's Director of Clinical Programs, Holly Quinn, the company's lead organizer for the hike. "While the majority of our branches are participating in the hike, there are those that will be conducting other fundraising efforts throughout the year for their local hospice organizations. We're thrilled to be able to help."

National Hospice Palliative Care Week is an occasion for Canadians to reflect on the importance of quality of life in the last stages of life. This year marks the start of a multi-year campaign that promotes Advance Care Planning. This year's theme, "My Living, My Dying. Informed, Involved and In-Charge... Right to the End" stresses the need for Canadians to discuss their end-of-life wishes with their family, friends and physicians.

Bayshore Home Health delivered hospice palliative care to more than 4,000 clients across Canada last year and has been providing home and community health care services to Canadians since 1966. It is a Canadian-owned company with more than 30 offices across the country.

Bayshore Home Health's core services are home nursing, personal care, home support and companion services, which it delivers privately as well as through government care programs, personal and group insurance coverage, and Workers' Compensation Boards. Its specialty services include temporary staffing of health care professionals, pharmaceutical product support services, health education programs, community infusion clinics and dialysis centres.

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