

Release Date: Monday, October 31, 2011

MEDIA RELEASE

PRHC Radiation Centre to Be Named In Honour Of Local Coaching Legends Norm & Jessie Dysart

Peterborough, ON – The PRHC Foundation announced today that PRHC’s new radiation treatment centre will be named in honour of late husband and wife, and Crestwood teachers and coaches, Norm and Jessie Dysart.

Celebrating the couple’s life-long commitment to community service, the naming of the centre is in recognition of a \$475,000 gift made by the Dysart Foundation, and a supporting donation of \$25,000 from LLF Lawyers, to the Foundation’s *Closer Campaign*.

The Dysarts, who both died in 2009, are well known for the many years they spent teaching and coaching at Crestwood Secondary School, and for influencing the development of volleyball at the high school, community and national level.

Larry Pearson, spokesperson for the Dysart Foundation, said the couple are remembered not just for their work, but for the ideals and principles they passed on to their students and friends, and it is these ideals the Dysart Foundation and LLF Lawyers are honouring by choosing the *Closer Campaign* as the beneficiary of this gift.

“The *Closer Campaign* is an example of the incredible power created when everyone works together to overcome a challenge and achieve a goal,” said Pearson. “These are the ideals that Norm and Jessie embodied. Norm and Jessie touched the lives of so many through their teaching, coaching, lifelong friendships, mentoring and conservation initiatives. Their generosity and humanitarian nature will continue to be evidenced through this gift. I know they will live on, reflected in the lives of those they taught, coached, guided and inspired over the years.”

Pearson also said the efforts of the community to bring cancer care closer to home through the *Closer Campaign* would have had personal significance to the Dysarts.

“Both Jessie and Norm were affected by cancer, as well as many of their friends and family,” said Pearson. “We’re very confident they would be pleased to support the *Closer Campaign* and approve of our choice.”

(more)

Lesley Heighway, PRHC Foundation President & CEO, said the gift is essential to PRHC's ability to bring cancer care closer to home.

"We are extremely grateful to the Dysart Foundation and LLF Lawyers for their vision and generosity," said Heighway. "This transformational gift, combined with gifts of all sizes from across the region, will not only allow us to expand existing cancer services and bring a single radiation facility to Peterborough, it will help us make sure cancer patients have the help they need during one of the most frightening and uncertain times in their lives."

The *Closer Campaign's* aim is to help increase access to treatment and improve survival rates from a disease that has now overtaken heart attack and stroke as the number one cause of death for Canadians. PRHC works in partnership with R.S. McLaughlin Durham Regional Cancer Centre (DRCC), to deliver cancer care services, and has received approval from Cancer Care Ontario to locate a single radiation facility at PRHC.

The \$2.5 million campaign includes \$400,000 for lab equipment and \$600,000 for surgical equipment to accommodate increasing volumes of cancer patients – and \$1.5 million to install the radiation treatment facility. The facility is expected to be operational in the summer of 2012. The final total raised by the campaign will be announced at a volunteer and donor event on October 11, 2011.

- 30 -

For more information, contact:
Lesley Heighway, President & CEO
PRHC Foundation
T: (705) 743-2121, 3859