



## ***“Partners in the Community”***

### **Pembroke BMO Bank of Montreal and Pembroke Regional Hospital Foundation Pair Up For Special Promotion**

#### **FOR IMMEDIATE RELEASE**

**March 5, 2010**

Pembroke - The local branch of the BMO Bank of Montreal has announced a new partnership with the Pembroke Regional Hospital Foundation.

Beginning in March, for every new MasterCard application made at the Pembroke Branch of the BMO Bank of Montreal, the bank will make a \$50.00 donation to the Hospital Foundation.

Branch Manager Ellen Bennett says that they were very excited to hear that the local branch would be able to offer this program to our community hospital. “BMO Bank of Montreal has a long standing history of supporting the community and we are pleased to be able to support the Pembroke Regional Hospital in this unique way. For the first time ever, BMO Pembroke has agreed to support and pilot a MasterCard Campaign exclusively for the Pembroke Regional Hospital that will allow BMO to make a donation for every new MasterCard approved in the area.”

Donations to the Pembroke Regional Hospital Foundation help by providing funds that enhance patient care and healthcare delivery through capital improvements, the purchase of medical equipment and the funding of programs and services enabling the Hospital to provide the best services possible to benefit the citizens of Pembroke and surrounding communities.

Michael Deane-Freeman, Treasurer of the Pembroke Regional Hospital Foundation, was delighted to hear about this unique program. “We are very pleased to join with the Bank of Montreal on this initiative. BMO clearly recognizes that, as demand for expanded healthcare services grow, if we want our communities to benefit from the latest developments in science and technology and attract the best healthcare professionals, then the support and generosity of individuals - and businesses like BMO - is crucial.”

Ms. Bennett explained that the program will be in effect for the next six months, is available for personal or business banking purposes, and noted that an applicant does not have to be an existing BMO Bank of Montreal customer to participate. Applications are available at the local Pembroke branch and will also be available at a promotional kiosk to be located near the Hospital’s Tower B entrance. Completed applications will need to be returned directly to the branch to ensure that the donation is appropriately attributed to the Hospital Foundation.

BMO Bank of Montreal has set a target goal of receiving 500 applications which would result in a \$25,000 donation to the Hospital.

Anyone wishing to support this program is asked to contact Karen Prins @ 613-735-4172 or Branch Manager Ellen Bennett, @ 613-735-4497 at the Pembroke Branch of BMO Bank of Montreal for further assistance.

**FOR MORE INFORMATION, PLEASE CONTACT:**  
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