



Peter Mansbridge named Honorary Chair of campaign that aims to transform care for Canadian seniors and Veterans

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Today the Perley and Rideau Veterans' Health Centre Foundation announced award-winning journalist Peter Mansbridge as Honorary Chair of its \$10 million fundraising campaign, Answering the Call.

The vision for the campaign is ambitious – to transform care for millions of frail seniors across Canada while continuing to sustain exceptional care for hundreds of seniors and Veterans living at the Perley and Rideau Veterans' Health Centre.

Answering the Call is a campaign based on a proud history of seniors' care in Ottawa but with an unwavering eye on the future of caring for frail seniors across Canada. It will invest in much-needed research and innovation to guide the care of Canada's rapidly aging population. A significant portion of the funds raised will go toward the Perley Rideau's new [Centre of Excellence in Frailty-Informed Care](#), where applied research, knowledge transfer, and the creation of evidence-based best practices will positively impact the Perley Rideau community and far beyond.

Mr. Mansbridge is best known for his five decades of work at the CBC where he was Chief Correspondent of CBC News and anchor of The National for 30 years. His keen interest in Veterans and desire to improve seniors' care inspired him to step into the Honorary Chair role.

"As the pandemic has shown, transforming care for our seniors is an urgent issue that we must collectively address. With its history, size, structure, and impressive diversity of programs and services for seniors and Veterans, the Perley Rideau is uniquely positioned to deliver on the vision of Answering the Call. I'm very proud to lend my support," Mr. Mansbridge said.

Answering the Call is currently seeking transformative gifts from individuals and organizations who share the campaign's goals and values. These philanthropic investments will fund applied research projects and propel the growth of the Centre of Excellence.

"Realizing the full potential of our vision can only happen with the support of our community," said John Jarvis, Campaign Co-Chair. "We are thrilled that someone as passionate and influential as Peter Mansbridge has come on board to serve as Honorary Chair. His voice makes all the difference."

To learn more about the campaign, please visit <https://www.answeringthecall.care/>.

Jay Innes,

Communications Director

The Perley and Rideau Veterans' Health Centre

613-526-7171 ext. 2207 | Cell: 613-608-3497

jinnes@prvhc.com

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The Perley and Rideau Veterans' Health Centre is one of the largest and most progressive long-term care homes in Ontario. In addition to the 450 long-term care beds for Veterans and members of the public, the Perley Rideau campus includes a Seniors Village with 139 independent-living apartments. It employs a staff of more than 850.

*Together, we improve
the well-being of the people we serve.*

www.PerleyRideau.ca