



**MEDIA RELEASE**  
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## **DOCTOR APPRECIATION EVENT EXPANDED**

[PETERBOROUGH] Greater Peterborough Area Physician Recruiter, John MacDonald, in cooperation with the Peterborough Regional Health Centre, is pleased to announce the eighth annual Doctor Appreciation event. This year, 5 days are being dedicated to doctor appreciation rather than the single day that has been used to recognize the efforts of our local Physicians in the past. The extension will give citizens of the City and County of Peterborough additional time to show their appreciation.

Doctor Appreciation "Week", which runs from January 15<sup>th</sup> - 22<sup>nd</sup>, will begin with physicians and their families being treated to a Peterborough Petes hockey game. Throughout the remainder of the week, citizens are encouraged to send notes, write letters and/or deliver small tokens of thanks to their physician's office.

"With the continued shortage of physicians across Canada and Ontario we want to take this opportunity to show physicians, both newer to our community as well as those who have served us so well for an extended period of time, that our community appreciates that they have chosen to practice medicine in the Peterborough area," MacDonald states. "Although we have been relatively successful in recruiting new physicians over the past few years there is always more to do and this is a time to be thankful for those in the medical community who live and work here."

Two years ago an estimated 23,000 people in Peterborough City and County did not have a doctor. Currently, only 6,000 are without a permanent doctor. This represents a decrease of over 70%.

A public expression of appreciation will take place at the Peterborough Petes game on the evening of Thursday, January 15<sup>th</sup> at the Peterborough Memorial Centre.

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