



PRESS RELEASE

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FOR IMMEDIATE RELEASE

peopleCare purchasing the A. R. Goudie Long Term Care Home in Kitchener.

Brent Gingerich, President and CEO of **peopleCare Not For Profit Homes Inc.** is pleased to announce the proposed purchase of the A.R.Goudie Long Term Care Home in Kitchener, Ontario. The 80 bed home currently operated by the Salvation Army, employs over 100 people and has been caring for seniors in the area since 1962. The home was named after Arthur R. Goudie, a department store founder who made a significant donation towards the construction costs. The original building was replaced by a new one on the same site in 1993.

peopleCare recognizes The Salvation Army's long history of service at the A.R. Goudie Eventide Home and our wish is to continue that excellent service to the community. The sale and transfer of license is expected to be completed later this year.

Mr. Gingerich is enthusiastic. "We are eager to work with the outstanding employees at the Goudie home to ensure a smooth transition. I have to say that without the dedication of these amazing caregivers, this successful outcome would not have been possible."

peopleCare Not For Profit Homes Inc. intends to invest in the continuum of care community by seeking a further 112 long term care licenses bringing the total of long term care beds at the home to 192. Also in the works are plans for a 100 suite assisted living centre to expand within the present, convenient location in Kitchener at Frederick St. and Dunham Ave., close to Weber Park and the Conestoga Parkway.

The Ministry of Health and Long-Term Care has scheduled a public meeting on October 17th, 2012 at 10:00 am at the Grand River Recreation Complex, Lyle Hallman Pool, 600 Heritage Drive, Kitchener, Ontario. This meeting is open to anyone who would like to bring their concerns or comments around this matter to the attention of the ministry.

This year **peopleCare** attained 'exemplary standing', the top tier accreditation from Accreditation Canada, a not-for-profit, independent organization accredited by the International Society for Quality in Health Care (ISQua). Accreditation Canada's Qmentum standards make it possible for health service organizations, like **peopleCare**, to embed practical and effective quality improvements and patient safety initiatives into their daily operations. Mr. Gingerich affirms, "We've built an amazing culture of care. It is our intent to exceed expectations at every touchpoint, with residents, employees and other stakeholders".

In addition, **peopleCare** won the Achievers' 50 Most Engaged Workplaces Award for the second year in a row. These awards highlight and champion employee engagement in companies worldwide. As well, the firm is a candidate for this year's Canada's 50 Best Small and Mid-sized Employers Award based on studies from AON Hewitt.

peopleCare is a family-founded organization that holds its values of care with pride. The organization carries on a 44 year tradition of providing homes in Southern Ontario with legendary hospitality, 'where people care'. Headquartered in Tavistock, **peopleCare** owns homes there, in Cambridge and most recently, London. The firm manages homes in Stratford and Delhi. Cambridge's Hilltop Manor is currently being redeveloped to more than double in size. Its new addition and renovated building will house state-of-the-art features and amenities, opens this year. For further information visit peoplecare.ca.