

Credit Valley
A brand new look -- A brand new future
A tribute to our past and our diversity!

FOR IMMEDIATE RELEASE: (Mississauga, Ontario) Today the Credit Valley Hospital publicly launched its new "brand" and logo on the occasion of the hospital's 15th birthday celebrations.

Hospital president, Wayne Fyffe told the audience that the new "look" incorporates the past and will help the corporation position itself well in its expanded future roles in the community and regions of Peel, Halton and beyond.

He said, "The Credit Valley Hospital is 15 years old. We've changed a lot since we first emerged from a farmer's field back in 1985. But we've always remained true to our community roots. We're proud of our professionalism and our caring, friendly and compassionate caregivers who promote life, health and innovation in a nurturing environment.

"Today we've taken on a new look – a look that represents health, life and growth. The design depicts our strong foundation based on our community hospital roots. The roots, representing the relationship between health and diagnosis, have created a stethoscope, the branches of which represent our expanding regional programs and services to our diverse multicultural community.

"Our Vision is to be the finest hospital in Canada in the hearts and minds of the people we serve.

"Our Mission is to offer quality compassionate health care to the people of the growing communities of Peel and Halton.

"Our brand is Credit Valley. We are a hospital. We are a foundation. We are a body of volunteers who come together as the associates. We are a variety of regional programs.

We are all an integral part of Credit Valley. And we are there for you, our patients and your families. This is our pledge to you and your families."

FOR MORE INFORMATION CONTACT:

Wendy Johnson ABC APR
Director, Community Relations and Communications
(905) 813-2617 wjohnson@cvh.on.ca