



North Bay and District Hospital
Hôpital de North Bay et du district

Our New Hospital's FIRST BABY

FOR IMMEDIATE RELEASE
Monday, April 30 2010

Will you be the First to Deliver a Baby at our New Hospital?

First mom to deliver in the North Bay Regional Health Centre will win a gift package worth over \$3000

NORTH BAY, ON – We're inviting prospective parents in North Bay and area to have some fun! Nine months from today—January 30, 2011—is not only the first day the new North Bay Regional Health Centre is open for patient care, but also a very lucky day for a family delivering their baby at the new facility.

"If you're thinking about starting a family or adding to your family, now is the time," says Joanne Laplante, Program Manager, Maternal Child Care Centre. "The first couple delivering a baby in the NBRHC's new facility on Sunday, January 30th, 2011, will receive over \$3000 in gifts generously donated by local businesses, eager to help us celebrate this important event," Laplante explains.

Some of the gifts our lucky mom and baby will receive include:

- A beautiful gift basket from **Creative Learning** filled with toys and books
- Crib and bedding from **Cribz Children's Furniture and More**
- Baby photography package from **Expressions Photography**
- **Gateway Physiotherapy** - mom will receive a free one hour post-partum consultation with a registered physiotherapist trained in Women's Health
- **Gentle Breeze Day Spa** is providing mom with a gift certificate for a pedicure, hot stone massage and aromatherapy facial
- **Growing Up Green** - is providing a variety of gifts including a nursing pillow, nursing pads, a onesie, swaddling blanket, lanolin, and organic skin care products
- \$200 gift certificate from **Leon's Furniture**
- Swing breast pump and accessories from **Medela Canada**
- Pandora bracelet with clips and charms from **Pearls**
- KitchenAid food processor from **The Ultimate Kitchen**

"Our new Women and Children Care Centre at the North Bay Regional Health Centre will include larger birthing rooms where women can progress through labour, delivery and recovery in the same suite," says Tiziana Silveri, Vice President Maternal Child Care Centre. "There are comfortable and private spaces for visitors and families, and an advanced operative birthing suite so we can perform C-sections right on the unit."

Other features at the NBRHC's Women and Children Care Centre include a family lounge for the pediatric department; larger and more spacious rooms; waiting areas for family while their loved one is in labour and the convenience of having all of the services available on one site. The NBRHC is scheduled to be open for patient care January 30, 2011.

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<http://www.firstbabyborn.ca/>

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Our New Hospital's **FIRST BABY**

BACKGROUNDER

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- Pedicure, hot stone massage and Aromatherapy facial for mom courtesy of **Gentle Breeze Day Spa**
- **Growing Up Green** –a variety of things for mom and baby including a nursing pillow, nursing pads, a onesie, swaddling blanket, lanolin, and organic skin care products
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- Pandora bracelet with clips and charms from **Pearls**
- KitchenAid food processor from **The Ultimate Kitchen**
- Dinner for two from **Churchill's**
- Gifts from **Basket of Wishes**
- Luxury bath accessories for mom courtesy of **Cintra May's**
- Gift certificate to attend a Stroller Derby class from **Cor Maximus**
- **Galaxy Cinemas** has donated free passes to attend a Stars and Strollers showing
- Moby Wrap from **Momma Mia Maternity & Infant Apparel Boutique**
- \$50 gift certificate from **Walmart**

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