

Hospice Northwest Launches New Website

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THUNDER BAY – Hospice Northwest is pleased to announce the launch of its new website, along with a brand new visual identity, including a new logo and colour scheme. The updated website now includes a way for people to request – online – volunteer support services for themselves or a loved one.



"We thought we'd like something where the user could interact and have more options and get more information," says Kathleen Buso, communications coordinator for Hospice Northwest. The not-for-profit agency offers persons with life-threatening and chronic illnesses – and their families – palliative care and grief and bereavement programs in Thunder Bay and several locations in the Northwestern Ontario region.

Buso says people can now also use the website to apply to volunteer.

Another feature of the redesigned website is a testimonials section where Hospice Northwest clients, their families and volunteers share poignant first-hand accounts of their experiences.

"My mother loved her volunteer," says Sherry Ann Kelly, daughter of a deceased client whose story is featured on the website. "I'm pleased that Hospice Northwest is right up there... communicating with people that way," Kelly says. "What I would like to see happen is that more people know what Hospice Northwest offers in terms of care."

Hospice Northwest's new logo resembles the shape of a heart, as well as two people in an embrace, both of which are symbolic of what hospice is all about. The new colours are ochre brown and burgundy. Check out the new website for more information about the services Hospice Northwest offers: www.hospicenorthwest.ca




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