

FOR IMMEDIATE RELEASE

NEW NAME, NEW LOGO FOR THE GRACE

WINNIPEG, MB, July 4, 2005 – Grace Hospital, formerly Grace General Hospital, has officially launched a new logo and name change, as part of an overall redevelopment of its visual identity.

The Grace General Hospital, a Salvation Army Hospital, has been a fixture in Winnipeg since 1904. Now, to better reflect its specialized health care mandate, the facility has dropped the word “General” to become simply “Grace Hospital”.

“We are no longer technically a General Hospital”, said Major John McFarlane, CEO. “As health care in the city has evolved and become regionalized, so too have we evolved, and this name change demonstrates that.”

The Grace Hospital specializes in many major areas of care, including oncology, urology, orthopedics, psychiatry, emergency medicine and occupational therapy/physiotherapy. It is a faith-based facility where staff, volunteers, chaplains and physicians combine to create a culture committed to providing care for body, mind and spirit

Along with the name change has come a new logo. Designed by local communications firm Deschenes Regnier, the logo was created to graphically represent the unique and special nature of the Grace, its staff, volunteers and patients. The tri-colour pattern (red, blue and yellow) is based on the official colours of The Salvation Army, the backbone of the Grace Hospital. The “heart” graphic represents the caring, compassionate nature of the Grace, as well as symbolizing the ideals of health, strength, longevity and love.

The heart has two halves, which come together to represent unity, commitment and harmony. The curving space between the two halves represents Sturgeon Creek. Like Sturgeon Creek, the Grace Hospital flows and continues on course. Like water, the Grace represents life, revitalization and healing.

“Ultimately, the new logo symbolizes the Grace Hospital of the new millennium,” said Major McFarlane. “We’re strong, caring and continually evolving to support the health and welfare of our community.”