

NEWS RELEASE

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For Immediate Release

Province Invests \$29,000 to the Town of Tillsonburg's Health Care Recruitment efforts.

Funding will help the Town attract family physicians and strengthen access to local primary care.

TILLSONBURG, ON — The Town of Tillsonburg will receive \$29,000 from the Province of Ontario to support a new health care recruitment marketing campaign aimed at attracting family physicians and other health care professionals to the community. The provincial contribution represents 50 per cent of the total \$58,000 project cost, with the Town funding the remaining share.

The funding will support the development of promotional materials, digital and print advertising, and a dedicated recruitment-focused website showcasing Tillsonburg as the ideal community for health care providers.

Approximately 2,900 Tillsonburg residents are currently unattached to a primary care provider. As a regional service hub, Tillsonburg also supports a broader catchment area of more than 160,000 people who rely on local health care infrastructure and services.

The recruitment initiative will highlight available health care opportunities, the benefits of practising in Tillsonburg, relocation supports, professional growth opportunities, and the community assets that make the town an attractive place to live and work.

“The Town is grateful to the Province of Ontario for this \$29,000 investment to support Tillsonburg’s health care recruitment efforts,” said Mayor Deb Gilvesy. “These funds will help create high-quality promotional content that showcases everything our community has to offer and highlights why Tillsonburg is a great place for primary care providers to build their careers, raise families and put down roots. This is another positive step toward strengthening health care access for our residents.”

The project is intended to increase awareness of local health care opportunities among medical professionals, students and recent graduates. By strengthening recruitment pipelines, the Town

aims to help reduce vacancies in critical roles, improve access to care and support long-term health service capacity in Tillsonburg and the surrounding area.

The initiative is supported by local and regional partners, including Rural Roads Health Services (formerly Tillsonburg District Memorial Hospital), the Oxford Ontario Health Team, local Family Health Organizations and other partners.

The funding is part of the Province's Rural Ontario Development program, which is investing \$20 million to strengthen local economies, support rural workers and help communities plan for long-term growth. In Oxford, the province is investing a total of \$145,318 to support economic growth and long-term prosperity.

This project is/was funded in part by the Ontario Ministry of Rural Affairs.

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