

February 2, 2026



## MEDIA RELEASE

### **Hospital, Foundations Align Brand Identity to Enhance Healthcare for Grey, Bruce Communities**

Brightshores Health System and our five foundations are moving into a new era with the launch of a shared brand identity that better reflects our mutual commitment to enhance healthcare for the people of Grey and Bruce counties and support the delivery of excellent healthcare close to home. The visual changes will take effect April 1st, 2026.

This marks a significant milestone for healthcare in our region,” says Ann Ford, President and CEO of Brightshores Health System. “The hospital is dedicated to providing excellent care for patients and families, while the foundations play an important role in fundraising to support that care. By aligning our efforts under a shared identity, we can better meet the local healthcare needs of our communities and improve access to specialized services that benefit everyone we serve in Grey Bruce.”

Each foundation will continue to fundraise for local hospital needs while also supporting regional programs like diagnostic imaging, cancer care, stroke care and cardiac care. This balance reflects the evolving healthcare landscape and Brightshores’ vision to be a leading regional network.

“Our new aligned identity isn’t just about a logo – it’s about what we stand for,” says Anne Robertson, Interim Chair of the Foundation Council, speaking on behalf of the five foundations that support Brightshores Health System.

*“Each of our foundations has a strong presence in our local communities, and we will continue with this focus. It is with this same focus that we have structured our rebranding as a phased in, 3 month roll out that will take effect April 1, 2026. The foundations and our volunteer boards recognize that we can do more for our hospitals and for healthcare across Grey Bruce by working more closely together. This initiative is about better serving patients and donors by strengthening our ability to meet both local and regional healthcare needs.”*

In step with Brightshores Health System and in unison with the each other, the five foundations will adopt an aligned brand identity and will, after April 1st, 2026, be known as:

- Brightshores Health System Bruce Peninsula Hospitals Foundation
- Brightshores Health System Markdale Hospital Foundation
- Brightshores Health System Meaford Hospital Foundation
- Brightshores Health System Owen Sound Foundation
- Brightshores Health System Saugeen Shores Hospital Foundation

As always, donors in all communities will be able to direct their gifts to hospitals or programs locally or to regional programs and services.

February 2, 2026



*“We extend our heartfelt gratitude to our donors, whose generosity has been instrumental in supporting excellent healthcare in our communities,” says Anne Robertson. “With this aligned brand identity, we are proud to honour their commitment while building a stronger future for healthcare in Grey Bruce. The foundations are excited to embark on this new chapter and continue to raise funds for vital healthcare initiatives.”*

Media Contact: Reuben McCallum, Executive Director – Centre Grey Health Services Foundation |  
rmccallum@brightshores.ca | 519-986-3040 ext 6178