
FOR IMMEDIATE RELEASE

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CUPE marks Health Care Providers' Week with advertising campaign

REGINA: The Canadian Union of Public Employees is launching a public advertising campaign to mark "Health Care Providers' Week," which the Government of Saskatchewan has designated as October 31 to November 4.

CUPE's advertising campaign will consist of billboards, radio and newspaper ads that will start running this weekend in several communities throughout the province.

"When it comes to health care, there is no job that is unimportant," says Pearl Blommaert, Vice-President of the CUPE Health Care Council. "Health Care Providers' Week is a time to recognize that all workers are valuable members of the health care team."

The 12,000 health care providers represented by CUPE work in hospitals, nursing homes, community and home care. They are employed in a variety of positions including special care aides, licensed practical nurses, dietary staff, technicians and technologists, housekeeping and laundry aides, clerical and maintenance staff.

"Together, our members help ensure the delivery of high quality care to Saskatchewan residents," says Blommaert. "CUPE members are also on the front line defending our public health care system from privatization, contracting out and service cuts."

CUPE represents health workers in the Regina Qu'Appelle, Sun Country, Prince Albert-Parkland, Sunrise, and Prairie North health regions.

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For more information contact Pearl Blommaert at 621-5057 (cell). The billboard images, newspaper and radio ads are posted on the CUPE Health Care Council website at www.cupesaskhcc.ca