



Press Release	Saint Luke's Place Launches Its New Website
Release Date	October 2015

As announced earlier this year, Saint Luke's Place and Saint Luke's Place Foundation were selected as the recipient of the Not-For-Profit Assistance Program offered by ChatWorthy Digital Marketing. Through this partnership, we are thrilled to announce the release of a newly designed website for both Saint Luke's Place and the Foundation at:

[www.saintlukesplace.ca](http://www.saintlukesplace.ca)

Our new website has a modern, clean and user-friendly look to it; features include:

- Fully updated information and descriptions for our Long-Term Care Home, Retirement Home, Independent Living Apartments, other amenities and services, and useful links.
- "Send Well Wishes" – an online page to be used by family members / friends of residents in Long-Term Care or Retirement, to have a message personally delivered to a resident at Saint Luke's Place.
- Careers & Volunteer Page– advertising employment opportunities and volunteer positions at Saint Luke's Place, with online application forms.
- Online Maintenance Request Form - for our Independent Living Apartment tenants.
- Saint Luke's Place Foundation Page – providing the history and purpose of our Foundation, Foundation funded projects, links to online donation portals, and a print-and-mail donation form.
- Online Event Calendars – to highlight events and activities at Saint Luke's Place.
- Features and functions to comply with accessibility standards.
- All new photographs of our facilities and community, and even a few great photographs of some local Hespeler landmarks.

Brian Swainson, Chief Executive Officer of Saint Luke's Place remarked:

*Marty Lachance, founder of ChatWorthy Digital Marketing, took the time to get to know us; he toured our facilities and spoke with our residents, tenants, staff, families and volunteers. As a result of Marty's investment of time and his commitment to the excellent care and services we provide to those we serve, he has developed a leading-edge website that truly represents the Saint Luke's Place community.*

*Incorporated under the Charitable Institutions Act in 1974, Saint Luke's Place is a Charitable, Non-Profit accredited seniors' residential facility located in Cambridge, Ontario. We offer care and services to our Long-Term Care residents, to our Retirement Home residents, and to the tenants in our Independent Apartments. Saint Luke's Place is licensed to operate 114 Long-Term Care Beds, 4 of which are categorized as Veterans' Priority Access Beds. We are also an active member of the Ontario Association of Non-Profit Homes and Services for Seniors (OANHSS).*