



the home medical equipment specialists

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For Immediate Release

Consumer Awareness Campaign Positions MEDiChair as “*the home medical equipment specialists*”

Calgary, AB – “When Canadians are faced with a life altering medical condition, they often have no idea where to turn for professional advice and knowledge about home medical equipment,” says Stan Murray, COO of MEDiChair, North America's largest and fastest growing Home Medical Equipment (HME) franchise company. “Many people do not know that correct Home Medical Equipment can enhance the quality of life of both the patient and their caregiver.”

“We hope to change that perception with our latest consumer focused ad campaign that positions MEDiChair as ***the home medical equipment specialists***,” explains Murray. “We have professionally trained staff with the knowledge and the expertise to source the most suitable home health care product solution for people experiencing disabilities, injuries, surgeries and aging. In many cases, this means that our trained consultants will come directly to a patient or caregiver’s home to make an assessment.”

Murray added: “Many people do not realize that Canadian-owned MEDiChair has highly trained and knowledgeable HME consultants in 60+ stores from coast-to-coast. Each store carries a comprehensive line of Home Medical Equipment and soft/disposable personal health care products. We are also well positioned to help people even when they move across the country.”

The multi-faceted consumer ad campaign features full-page colour ads in national magazines that include Canadian Gardening, Gardening Life, House and Home, Reader’s Digest (mature addition) and enRoute Magazine. MEDiChair is also placing a series of banner ads in the National Post newspaper. The campaign runs until the end of August. Creative was done in-house. No budget was disclosed.

About MEDiChair – *the home medical equipment specialists*

Canadian-owned MEDiChair is North America's largest and fastest growing Home Medical Equipment (HME) franchise company with stores from coast-to-coast in Canada. Each store carries a comprehensive line of Home Medical Equipment and soft/disposable personal health care products. These specialty products are designed to enhance the quality of life for people experiencing disabilities, injuries, surgeries and aging. MEDiChair prides itself on providing caring, knowledgeable and highly trained consultants committed to finding the right home health care product solution for each customer. The franchise company also promotes good health through its public education and awareness programs. www.medichair.com

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