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For Immediate Release

## **Strong provincial growth trend prompts MEDiChair Regina to expand operations**

Regina, SK – “The strong growth trend of the Saskatchewan economy prompted us to make a major expansion at the end of 2007,” says Cheryl Olson, co-owner of MEDiChair Regina. “We fully expect that our Home Medical Equipment (HME) business will be able to benefit from that growth trend. In addition to a healthy, vibrant economy, more and more people from Regina’s surrounding rural communities are needing the HME products that MEDiChair provides. As well, an aging population of baby boomers in the Regina area are demanding more home medical equipment than ever before.”

Co-owner Dan Olson added: “Today, people are also living longer than in previous generations and many are choosing to stay in their homes rather than move to a senior’s residence. That’s where MEDiChair Regina can be a huge resource for information, ideas and solutions. We have all the latest products that can help them maximize their quality of life at home and allow them to stay in their home longer.”

The Olsons’ timing for expansion couldn’t have been better. Retail space became available at 3033 Saskatchewan Drive just two blocks from their existing store. This allowed MEDiChair Regina the opportunity to increase its retail space by 50 percent and to design a more customer-oriented store.

“Customer feedback to our new premises has been very gratifying,” says Cheryl Olson. “Our clients say they truly enjoy the spacious layout where we have integrated the use of comfortable carpet, porcelain tile and glass blocks to define different product areas such as bathroom safety products, scooters, chair lifts and a vehicle lift demo. They have also told us that our gas fireplace and use of subtle earth tones creates a relaxed, home-like ambience.”

Dan Olson explained that in addition to the expanded showroom, the new store has a number of other features. “We added an assessment room adjacent to the showroom for occupational and physiotherapists who can now fit and test-drive HME products with their patients. At the rear of the building we have a vehicle modification bay, shipping and receiving and a service desk for repairs to items such as scooters.”

“The new store provides our customers with a one-stop shopping experience in a relaxed environment that allows them to speak with qualified product experts and ‘test drive’ a broad range of products in every category from scooters to electric wheel chairs to stair lifts and walkers.”

### **About MEDiChair ‘the home medical equipment specialists’**

MEDiChair, a LifeMark Health Management company, is North America’s largest and fastest growing Home Medical Equipment (HME) franchise company with stores from coast-to-coast in Canada.

MEDiChair stores carry a comprehensive line of Home Medical Equipment products including wheelchairs, scooters, lift chairs, bathroom safety products, home accessibility solutions, and soft/disposable personal health care products such as incontinence supplies, wound care, compression, and bracing. 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. MEDiChair also promotes good health through its public education and awareness programs, and through its adherence to best practice management. [www.medichair.com](http://www.medichair.com)

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