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From our beginning in 1990 we, at Midland Toyota, set out to provide the best vehicles, the best value and the best service-anywhere. Our moffo "We really do care!" is not just a catchphrase but a belief that is at the core of everything we do for our customers and our team.

Now, more than 25 years later, Midland Toyota has grown to become known for excellence in service and sales in Midland, Penetanguishene and the surrounding area. Many members of our team have been with us from the beginning and know our customers so well they are like family. We all live locally and are involved in schools, sports teams, service clubs and recreation throughout the area.

We are heavily invested in our community as well. From the beginning Midland Toyota has believed in the "Shop Midland" culture. It's our aim to use local trades, local goods and services with the long term view that the relationships we build will be of value to the community. Still today, we have relationships that have lasted more than 25 years from local businesses that helped us build our store to our first customers that purchased vehicles from us.

From our owner Jim Koch on down our goal at Midland Toyota is to make sure you have the best new or used vehicle experience possible. After all, you have invested your money with us and we believe it is our responsibility to look after you to the best of our abilities.

Remember - We Really Do Care!

Come visit us anytime: In-store on King St. in Midland or online at midlandtoyota.ca 705-527-6640



Enhancements Mean GBGH Now Offers More

by GAIL HUNT

As we prepare for another beautiful season on Georgian Bay, much has changed at Georgian Bay General Hospital (GBGH), and we have much to offer our patients.

The third and final phase of GBGH's Emergency Department (ED) redevelopment officially opened in September, and it's a game-changer for both the hospital and our community. After more than five years and three phases of construction that added 8,000 square feet, GBGH has a completely renovated and expanded ED offering patients specialized treatment and trauma rooms, an indoor ambulance bay, a new See & Treat area — or Green Zone — for less acute patients, and a new waiting room with a very popular children's play area.

This important project would not have happened without the support GBGH received from permanent and seasonal residents alike — both in terms of patience during months of challenging construction, and through generous donations. With the community providing \$6.8 million in funding, this new ED is designed to handle the nearly 120 daily patient visits the department sees on average, with visits spiking as high as 160 or 180 per day during busy summer weekends.

GBGH also welcomed a long-awaited and vital piece of diagnostic equipment — its new computerized tomography (CT) scanner. The scanner arrived in late September and was in use by mid-October. More than 2,000 donors contributed \$1.35 million to purchase the important new diagnostic tool.

A CT scanner is used to diagnose disease or injuries by taking a series of X-ray images of the body. It uses computer processing to create cross-sectional images (slices) of the bones, blood vessels and soft tissues inside the body. CT scan images provide more detailed information than X-rays. GBGH's new state-of-the-art unit takes hundreds of highly detailed images in a few seconds versus the original CT scanners of the 1970s, which took one image in four minutes. The images can be seen immediately so patients receive timely access to imaging care and are exposed to less radiation.

GBGH's Diagnostic Imaging department was extensively renovated. A much larger space now accommodates the new CT scanner, a stretcher and other equipment. Each year, GBGH performs more than 10,000 CT scans.

With its new ED and CT scanner, GBGH is as ready as ever to serve area residents and visitors this coming summer. And although we hope you don't need to use our services, GBGH is always there just in case you do.

Gail Hunt is President and CEO, GBGH.

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