



News Release

FOR IMMEDIATE RELEASE  
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**NEW BIRD IN THE SKY**  
***The Future of Transport Medicine Is Ornge***

Toronto, ON -- Canada's leading innovator in the emerging field of transport medicine along with special guests such as Olympic downhill skier Brian Stemmle and several patients who have experienced the services of the Ornge team of patch doctors and flight paramedics joined in the launch of the organization's new name today at Toronto City Centre Airport.

The new branding was presented publically by Dr. Chris Mazza, CEO, Ornge who unveiled a helicopter and airplane sporting the organization's new colour scheme and logo.

When appointed by the Ontario Ministry of Health and Long Term Care to co-ordinate all aspects of the province's transport medicine system in January 2006, Ornge recognized the need to create a unique brand identity. "Orange is a heritage colour of our aircraft, so we decided that we wanted to make it official, said Dr. Mazza at the announcement.

"We have a fully integrated system of transport medicine now and we want to communicate it to all Ontarians," added Dr. Mazza. "So many dedicated people have worked tirelessly over the years to bring our organization to where it stands today. We are very proud of our accomplishments to date and see this announcement as bringing our vision of the future of transport medicine to life."

Ornge's expertise in transport medicine lies in its ability to serve 12.5 million Ontarians throughout a geographic area of 1M Km<sup>2</sup> delivering its scope of services through comprehensive, door-to-door acute care aero medical transport.

Since inception in 1977, the organization has coordinated more than 800,000 calls through a telecommunications system and completes 18,000 admissions per year. On-board aircraft medical care is possible because of a system that features round-the-clock teams of 244 flight paramedics with specialized training to care for patients in the aero medical environment. Through a multi-system communication network, flight paramedics have ready access to patch doctors on the ground for consultation and to receive medical orders.

Mazza added Ornge is made up of an exceptional team of people in a variety of medical and management fields who work together to ensure that the highest level of care possible is delivered to patients 24 hours a day 7 days a week.

**ABOUT ORNGE**

Ornge operates from a number of bases across the province of Ontario and performs more than 18,000 admissions annually. It coordinates all aspects of Ontario's aero medical transport system, the new critical care land transport program, and the authorization of air and land

ambulance transfers between hospitals. Ornge is dedicated to the provision of high quality patient care through innovative transport medicine.

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