

MEDIA RELEASE

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For Immediate Release

Have Your Say!

Windsor Regional Hospital Invites Input on New Corporate Name and Brand

WINDSOR, ON.- Windsor Regional Hospital is launching a renaming and rebranding initiative, and inviting all staff, patients, and community members to help shape the organization's future identity, by [completing a survey](#). This engagement marks an important step in a nine-month process that will result in a new name and a new look for the organization.

For more than 30 years, Windsor Regional Hospital has served as the corporate name, representing its identity and history. As the organization continues to evolve as a leader in regional health delivery, the name no longer accurately reflects the services offered, the communities served, and the role the organization plays in the health system.

"As we look ahead to a new hospital, the time is right to create a name and brand that reflects the work we are doing today, incorporates the future vision, and honors the legacy of our past," said Karen Riddell, Hospital President and CEO. "This is a common step many large healthcare organizations have undertaken in conjunction with major redevelopment projects to ensure the corporate identity reflects their facilities, services and role in the community."

Ian McLeod, Chair of the Windsor Regional Hospital Board of Directors, says the initiative is about more than a new logo or name; it's about building our future together and reflecting on who we are - as an organization, as a team, and as a community.

"We are not just building a new hospital, we are building a new identity, and this is a chance for everyone to help shape that future together," said McLeod.

Starting today, everyone is invited to visit the [project website](#) to complete a three-minute survey and to provide input and suggestions. Feedback received will directly inform the direction of the new corporate name, visual identity, and overall brand strategy.

The survey will remain open until December 15, 2025. It is currently available in [French](#) and [English](#), with additional translations coming soon. Paper copies of the online surveys are also available through the hospital's redevelopment office.

Over the coming months, the WRH team will also engage directly with community members to gather their input in person, starting this coming Sunday, September 21, as part of the Healthy Communities Activity Hub at [Open Streets Windsor](#). Future in-person opportunities will be published on [the project website](#), shared through the hospital's social media channels and by email with those subscribed to the [project email list](#).

In August, Windsor Regional Hospital announced the new state-of-the-art acute care hospital being built at the corner of Cabana Road East and the 9th Concession will be named The Fancsy Family Hospital, in recognition of [a transformational gift from the late John Thomas Fancsy](#). The new corporate name will define the organization as a whole, while site-specific names provide a unique identity for the corporately run facilities, including the current Metropolitan and Ouellette Campuses, and the future Fancsy Family Hospital.

To learn more about the New Fancsy Family Hospital Project and subscribe to the project newsletter, visit wrh.on.ca/TogetherWeBuild.

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