



#202-1080 Railway Ave.
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MEDIA RELEASE FOR IMMEDIATE RELEASE

The Palliative Care Society of the Bow Valley announces the appointment of Marjorie Morrison as the new CEO

Growing society welcomes healthcare executive to the leadership role

Canmore, Alberta, April 1, 2021 - The Palliative Care Society of the Bow Valley (PCSBV) announced today that Marjorie Morrison will be taking the helm as the new CEO effective April 1, 2021. Marjorie is an experienced healthcare leader bringing more than 15 years of experience to the role. Interim Executive Director, Michelle Vincent, will return to her role on the board after stepping down 7 months ago to temporarily fill the position.

“The PCSBV is very fortunate to have Marjorie as the CEO at this critical point in the evolution of the society,” said Julie Hamilton, Board Chair. “This is a new position created to pull together ‘all the complexities of supporting rural hospice palliative care and end of life care, through a community-focused hospice home”

With extensive experience within the health care, not-for-profit sector, Marjorie has a strong reputation as a collaborative and highly engaged team leader. As an authentic communicator with governance, policy, and health advocacy expertise, she has an established record of cultivating multidisciplinary partnerships and promoting robust stakeholder engagement.

“I am truly honoured to join such a respected community-based organization at this incredibly exciting time. In my new leadership role, I look forward to supporting the mission of the society to enable individuals and their families in the Bow Valley to have equitable access to palliative and end-of-life care close to home, and to exploring opportunities to collaborate, engage and connect with members of the communities we serve,” said Morrison.

About The Palliative Care Society of the Bow Valley

Palliative care is a branch of health care for individuals and families who are living with a life-limiting illness. The Palliative Care Society of the Bow Valley is a community-focused, charitable non-profit that helps improve the end-of-life experience for individuals and their families.

A major undertaking of the PCSBV is to build a stand alone palliative care hospice offering a full spectrum of palliative care programs in Canmore to serve all residents of the Bow Valley.



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About Marjorie Morrison - Biography

Marjorie previously served as the Chief Executive Officer of the Canadian Cancer Action Network where she led a pan-Canadian network of 115 patient advocacy, population, and health organizations to address person-centred priorities, inequities, and systemic health system issues across the cancer control continuum. More recently, she served as the Executive Director of the Canadian Association for Population Therapeutics with a focus on advancing population-based research of therapeutic interventions to improve the health outcomes of Canadians. A certified Canadian Association Executive, Marjorie holds a Master's Degree in Health Administration from the Johnson Shoyama Graduate School of Public Policy, University of Regina. Raised in a small rural community in Eastern Ontario, Marjorie now calls Canmore home along with her spouse John and their dog, Rosie.

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