

**FOR IMMEDIATE RELEASE:
Public Service Announcement**

Celebrate Your Family Doctor for Family Doctor Week

Edmonton, AB, October 26, 2011 – The Alberta College of Family Physicians (ACFP) is proud to celebrate Family Doctor Week in Canada, October 31 to November 5. The week celebrates and acknowledges the outstanding contributions of Canada’s family doctors for their commitment to patients and the delivery of high quality health care.

A family doctor-patient relationship is often times one of the most trusted in health care. It is a relationship that both the doctor and patient have been nurturing since a patient’s first visit—and often the patient’s first encounter with the health care system.

“We’re very pleased to be celebrating the work of our family physicians,” says Dr. Paul Humphries, President of the Alberta College of Family Physicians. “Family practice comes in all different forms and applications across our province, but the constants that remain: patient-centred care at every age and stage of life, and the relationships we build with our patients—that’s something to celebrate.”

The 8th Annual Family Doctor Week in Canada presents Albertans with an opportunity to thank family doctors for their dedication and compassion. Join us in recognizing family doctors in our communities.

About the Alberta College of Family Physicians

The Alberta College of Family Physicians (ACFP) is a professional, voluntary organization representing more than 3200 family physicians in Alberta. Established more than fifty years ago, the ACFP strives for excellence in family practice through advocacy, continuing medical education and primary care research. The ACFP is a Chapter of the College of Family Physicians of Canada (CFPC), a nationwide organization with more than 26,000 members. For more information on the ACFP, visit www.acfp.ca.

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