

Request for Proposals Closes for the Bowmanville Hospital Redevelopment Project

(Durham Region) – June 23, 2026 – Lakeridge Health and the Ontario government take another step forward in the Bowmanville Hospital redevelopment journey. Shortlisted teams submitted their detailed proposals, signaling the close of the Request for Proposals (RFP) stage.

Through a fair, open and transparent process, pre-qualified shortlisted teams were invited to respond to the RFP in September 2025. The teams, Bowmanville Health Partners and PCL Partnerships, have now submitted their proposals, which detail how they would design, build, and finance the redeveloped Bowmanville Hospital.

Over the following months, the proposals will be carefully evaluated by Infrastructure Ontario and Lakeridge Health. The outcome of this evaluation is a decision to award the contract to one of the shortlisted teams. This milestone is expected to take place in fall 2026, with construction anticipated to begin shortly afterward. A fairness monitor is overseeing the entire procurement process.

The redevelopment and expansion of the Bowmanville Hospital will more than double the size of the current hospital, enabling increased health-care capacity in Durham Region. It will expand critical care services and introduce modern, patient-centred facilities, including private rooms, ambulatory care clinics and a haemodialysis centre. The Bowmanville Hospital redevelopment advances Lakeridge Health’s vision of One System. Best Health. by supporting the delivery of integrated, high-quality care close to home. Once complete, the new Bowmanville Hospital will increase the number of beds and introduce modern, patient-centered facilities. To learn more about the Bowmanville Hospital redevelopment, visit our website.

Quotes

“The close of the Request for Proposals is an exciting milestone for the Bowmanville Hospital redevelopment, bringing us one step closer to breaking ground on a project that will help meet the health-care needs of our growing community. This redevelopment will expand access to care and support our vision of One System. Best Health. We’re grateful to the Government of Ontario, the Region of Durham, the Town of Clarington, the Bowmanville Hospital Foundation, and community members for their continued support. Together, we’re building a healthier future for Durham Region.”
– Cynthia Davis, President and CEO, Lakeridge Health

“Our government is making record investments to protect Ontario’s health-care system and connect people to the care they need, when they need it. Today’s milestone brings us another step closer to getting shovels in the ground for the Bowmanville Hospital’s redevelopment and is another way our government is connecting families in Durham Region to the right care, in the right place, for generations to come.”
– Sylvia Jones, Deputy Premier and Minister of Health

“This important milestone in the Bowmanville Hospital redevelopment brings us another step closer to delivering a new, state-of-the-art hospital in Durham region that will provide high-quality care close to home for residents and families. Our government is making historic investments in health infrastructure across the province, as part of our \$236 billion capital plan to support growing communities, create jobs and protect Ontario.”
– Todd McCarthy, Acting Minister of Infrastructure




Talent Canada MUSIC ACADEMY

Royal Conservatory of Music

“Top Achievers in Canada” since 2018

SIX RCM Gold Medalists in SIX Years

Remote and In-Studio Lesson

Options \$10 per half-hour

NEW Music for Young Children Age 2 to 9 Coming Soon!



Email Us: TalentCanBeTaught@gmail.com
TalentCanBeTaught.com
 Toll Free 1 844 844-8228 (TCBT)

“Infrastructure Ontario is proud to be driving the Bowmanville Hospital redevelopment project forward and supporting the future of health care in Durham Region. We look forward to continuing our work with Lakeridge Health and our partners to help deliver this important project and support better care for the community.”

– Angela Clayton, President and CEO, Infrastructure Ontario

“Today’s milestone is an exciting step forward for the future of health care in Bowmanville and across Durham Region. As the Bowmanville Hospital Foundation marks 50 years of community generosity and support, we are proud to continue inspiring the giving needed to help bring this new, modern hospital to life. This is a once-in-a-generation project, and every gift brings us closer to expanded care, modern equipment, and a hospital built for the needs of our growing community.”

– Maria Petri, CEO, Bowmanville Hospital Foundation

TAKE THE THREE SECOND TEST!!!

- Turn to any page in this newspaper.
- Look at any ad for the count of three. Then turn page.
- Tell me what you remember of that ad or page?
 - Can you recall product?
 - Can you recall phone number?
 - Can you recall what was advertised?
 - Can you recall address?
 - Can you recall company name?
 - Can you recall any pictures?
 - Can you recall any logos?
- If little or nothing. You just proven why **BUS ADVERTISING, BILL BOARDS ELECTRONIC ROAD SIDE SIGNS do not work.**

WHY: - Normally when people are driving they are constantly looking around for all kind of safety reasons. Three seconds tends to be the rule for determining decision making. When looking at a bus. People look for safety first then what is actually on the bus. This compounded with the fragmented artwork due to windows and doors. The average person does not truly see the ad. They notice a bus in motion and maybe the color. Not the messages on it. Much like when you turned the page. You could retain some minute detail but not the whole message. **On a billboard.** The key to advertising is simplicity. More than two points. The readers will not be able to retain any information. Therefore the sign will be rendered useless. **Electronic road side signs** - Same principle. The high color and light affect in many cases even though appealing. It is also very confusing for the mind to retain any information. Priority is the wow factor of the brightness, (one second). Then word recognition (two seconds). Finally, understanding of what the eye has just witnessed.

These form of advertising do not generally work and can be very costly. The key or purpose for these forms of media to have an impact. It relies on respecting the three second rule. What this means is that the message has to be contained and clear as for bus advertising. Many try to put too much in a bus that has windows and moving doors. This making the ads look like a badly composed ransom note.

For Electronic road side signs and signs in general. Most advertisers again do not respect the three second rule. Drivers, walkers do not sit there and read signs. They glance and move on. If a service or product is needed. It is highly speculated that they will not have a pen and paper ready to take down the advertisers information. **Online advertising/social media.** Online/social media advertisement operates on a three click rule. If your viewer fails to go to the particular interest in three clicks. Viewer will just move on and or 'x' it off. Look at the number of 'Likes'.

Then what is the answer? Newsprint advertising has gone through some major transformations in the past 15 years. Those, that failed to adjust have fallen, declared bankruptcy. The bottom line is that newsprint advertising has decades of proven success.

WHY: People like to have information in their hands. Easy access and simple. Anyone can turn a page. Not everyone can find an online site and or afford internet. Information in news print is reliable and comes from a source known in the community. Social media has become nothing short of a public toilet. Everyone uses and abuses it. From entities pretending to be reputable companies to the many fraudsters. Online information has become unreliable and manipulative as it plays on people’s weaknesses. There is no value in no cost. With news print. You pay for a subscription to be assured to have reliable information. Advertisers, they get what they pay for.

VALUE. As newsprint may change but never go away.

COMMUNITY LEADERS | SUPPORTING LOCAL

SMALL BUSINESSES

MAKING A HUGE DIFFERENCE ACROSS THE REGION.

The CENTRAL | **HOME OF THE GUARANTEED RETURN FOR YOUR ADVERTISING DOLLAR.**


