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## **Coalition launches campaign in support of Measure AA to ensure the future of Desert Regional Center**

### **Supported by a growing coalition of Doctors, Nurses, Patients and Community Organizations across Coachella Valley**

**Palm Springs, CA, Aug. 13, 2024 --** A coalition of doctors, nurses and residents of the Coachella Valley have formed a committee to support Measure AA, a ballot initiative that secures the future of Desert Regional Medical Center and provides our community with healthcare resources for generations to come.

Desert Regional is home to the region's only Level 1 Trauma Center, only Comprehensive Stroke Center and many more life-saving services. Measure AA provides a nearly \$1 billion investment in our community's healthcare systems and allows continued improvements to care and services at Desert Regional and beyond. That's why doctors, nurses and patients across Coachella Valley are voicing their support for Measure AA.

"Yes on AA ensures Desert Regional's operator can continue improving our hospital, so that we can keep saving lives," said Dr. Amir Lavaf, MD, a radiation oncologist and Chairman of the hospital's governing board. "At Desert Regional's Comprehensive Cancer Center, we provide world-class, lifesaving care to patients in the Valley."

But Measure AA does more than protect care at Desert Regional. A growing list of community leaders and organizations is supporting YES on AA because it guarantees nearly \$650 million for the Desert Healthcare District to continue its work expanding healthcare in underserved communities throughout the Coachella Valley.

"Measure AA provides millions of dollars to ensure that organizations like the Family YMCA can continue taking care of children in the Valley and to ensure continued access to healthcare at Desert Regional," said Paula Simonds, executive director of the Family YMCA of the Desert. "That's why I'm voting YES!"

Our coalition looks forward to speaking with our neighbors and signing up thousands of Coachella Valley residents in support of YES on AA on the November ballot, to protect taxpayers from paying millions, keep Desert Regional open, and save lives in our community.

For more information about the "YES on Measure AA" campaign and to join our coalition, go to [YesOnMeasureAA.com](http://YesOnMeasureAA.com).

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