



MEDIA RELEASE

*For Immediate Release
June 4th, 2009*

Care Close to Home... Diagnostic Imaging Equipment Campaign Reaches Goal

Northumberland County – It was exactly one year ago today that the ***Care Close to Home... Diagnostic Imaging Equipment Campaign*** was publicly launched at a reception held at Northumberland Hills Hospital. At that time, it was announced that \$4.9 million of the required \$6 million had already been raised.

Following a cheque presentation at the Hospital earlier today, Campaign Chair Jan Boycott was delighted to share that the campaign objective has now been fully met. It was particularly fitting that the donation responsible for taking the campaign over the top came from long-standing supporters of the NHH Foundation. Danielle, Michelle, and Melissa Kennedy presented a cheque for \$11,288 on behalf of the Kennedy and Moore families in memory of their mother Liz Moore. They raised the money through the 2009 Baskets of Hope Raffle.

"We wanted to direct proceeds from this year's raffle to the new CT scanner," says Danielle Kennedy. "Our mom had the best of care at Northumberland Hills Hospital during her cancer journey and we selected the CT scanner because most cancer patients have multiple scans to not only detect cancers but to monitor their response to treatments."

"This community is quite amazing," adds Boycott. In spite of a downturn in the economy – which did present challenges – people still responded and demonstrated their commitment to ensuring that our medical professionals and the patients of this community continue to have access to the best medical technology and equipment available."

"Our campaign team of volunteers was excellent to work with and along with our very generous donors, they deserve our thanks," continued Boycott.

Donations to the ***Care Close to Home... Diagnostic Imaging Equipment Campaign*** will fund the purchase of the MRI, new CT scanner, a digital mammography unit, two ultrasound units and various system upgrades.

“This is a tremendous achievement,” stated Northumberland Hills Hospital CEO, Robert Biron. “We thank our generous donors whose gifts make it possible for patients in our community to get the best quality health care close to home.”

A donor wall to commemorate the generous contributions to this campaign will be unveiled on September 23, 2009.

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For more information, please contact:

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Fast facts:

The goal of the ***Care Close to Home... Diagnostic Imaging Equipment Campaign*** was \$6 million.

After a year-long “quiet phase”, the campaign was publicly launched on June 4th, 2008. At that time, \$4.9 million on the required \$6 million had been raised.

Local municipalities contributed a combined gift of \$1 million to support the purchase of the CT scanner.

In addition to the municipal gift, several other extraordinary gifts were received including:

- \$250,000 from local philanthropist Ken Goodwin. In recognition of Mr. Goodwin's gift, the main entrance road into the hospital was named Chris Garrett Way
- To honour the memory of much loved nephew, Fred and Isabella Troop provided a leadership gift to name the walking trail surrounding the hospital to The Ross Michael Troop Walking Trail.
- The Clay Elliott family provided a leadership gift in support of breast health
- Significant bequest gifts were received from the Estates of Marjory Harris, Rosamond Comrie, Isobel Milne and Elena Iwin
- Northumberland's Biggest Coffee Morning events raised over \$130,000 in support of the MRI purchase
- Over 60 new donor families made a first-ever gift to support the campaign.

In the past seven years, the Baskets of Hope raffle has raised \$74,165 for Northumberland Hills Hospital.

Volunteers to the Care Close to Home Campaign include:

Chair, Jan Boycott
Leadership Gifts Chair, Bob MacCoubrey
Paul Macklin
Noel Milner
Nick O'Nians
Don Morrison
Anne Cross
Tom McLean
Don Roger
Bill Copland

Julie Thompson