



NEWS RELEASE – FOR IMMEDIATE RELEASE

Friendly 2013 competition between two of area's largest employers nets gains for Northumberland United Way and the community!

NORTHUMBERLAND COUNTY, Tuesday, January 14th, 2014 – Members of the United Way Committees from both Northumberland County and Northumberland Hills Hospital (NHH) are smiling a little broader this week following internal 'reveals' of the results of their 2013 Northumberland United Way campaign efforts.

The teams introduced a friendly challenge to each other in November to help motivate improvement on their organizations' 2012 results. Both organizations reached their 2012 targets with a combined total raised of \$22,384.

"We believe that a little friendly competition can be a new motivator," said NHH United Way Committee Chair Kevin Burn—a sentiment echoed by his Northumberland County counterpart Shelley Munroe, who said: "We wanted to do something high-profile that would extend the reach of our campaign this year."

Campaign events concluded at both organizations in December and the final results, revealed to staff this week, confirmed the strategy was a success. **Together the teams raised a combined total of \$26,339** (\$14,303 from the County and \$12,036 from NHH) for Northumberland United Way's 2013 campaign – almost \$4,000 more than the prior year's combined result.

"The challenge really got us thinking about what other organizations are doing for the United Way in our community," said Kevin Burn, "and I think it helped encourage staff here at the hospital to think about all the great things the Northumberland United Way does in our community – things that benefit, directly and indirectly, the cause nearest and dearest to our hearts: health care. Everyone got involved, from front-line staff to physicians, senior management and right up to our Board. We had a lot of fun and we're excited to see how we can build on this even further in our 2014 campaign."

"We hoped the challenge would bring a new element of enthusiasm to both campaigns, and we weren't disappointed," said Shelley Munroe. "Our staff rallied around this year's campaign to push our total beyond our \$13,000 goal. Ultimately, the aim of both organizations is to increase awareness of the important work done by the United Way in our community, and to follow through by doing whatever we can to support them. We are very pleased with this year's outcome, and are looking forward to 2014 efforts."

“Kudos to the UW teams at Northumberland County and Northumberland Hills Hospital on exceeding their campaign goals,” stated United Way CEO Lynda Kay. “I know both teams have worked hard and had a lot of fun achieving their targets. The funds raised will support local programs and services that support families, individuals, seniors, children and youth throughout 2014.”

The results of the Northumberland United Way’s 2013 campaign are expected to be announced on Thursday, February 13th at their annual campaign wrap-up Achievement Breakfast at the Best Western Plus, Cobourg.

For more information on the Northumberland United Way, and a full listing of the many local agencies they support, go to www.northumberland.unitedway.ca or contact Lynda Kay, CEO Northumberland United Way, lkay@nuw.unitedway.ca or 905-372-6955.

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About Northumberland County – Located an hour east of Toronto, [Northumberland County](http://www.northumberlandcounty.ca) is a thriving community strategically positioned along Highway 401 with access to both Toronto and eastern Ontario. As the upper tier of municipal government for the region, the County weaves together seven diverse yet complementary municipalities. Northumberland County Council is comprised of the Mayors of each of these seven member municipalities, representing:

- Township of Alnwick/Haldimand
- Municipality of Brighton
- Town of Cobourg
- Township of Cramahe
- Township of Hamilton
- Municipality of Port Hope
- Municipality of Trent Hills

About NHH – Located approximately 100 kilometres east of Toronto, NHH delivers a broad range of acute, post-acute, outpatient and diagnostic services. Acute services include emergency and intensive care, medical/surgical care, and obstetrical care. Post-acute specialty services (PASS) include restorative care, rehabilitation and palliative care. Mental health care, chemotherapy, dialysis and 16 other ambulatory care clinics are offered on an outpatient basis through partnerships with regional centres and nearby specialists. NHH offers a full range of diagnostic services, including magnetic resonance imaging (MRI), computed tomography (CT) and mammography. The hospital serves the catchment area of west Northumberland County. A mixed urban and rural population of

approximately 60,000 residents, west Northumberland comprises the Town of Cobourg, the Municipality of Port Hope and the townships of Hamilton, Cramahe and Alnwick/Haldimand. NHH employs approximately 600 people and relies on the additional support provided by physicians and volunteers. NHH is an active member of the Central East Local Health Integration Network. For more information, please visit www.nhh.ca or follow us on Twitter [@NorHillsHosp](https://twitter.com/NorHillsHosp).

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