

**NEWS RELEASE**

**Chief of Campbellford Memorial Hospital's Emergency Department is Asking Community to Support the 12<sup>th</sup> Annual *Angels of Care Campaign***

*For Immediate Release, November 5, 2018*

**~ Letter from Dr. Eshay Elia says CMH Foundation supporters improve care and help save lives. ~**

**TRENT HILLS** – The Campbellford Memorial Hospital (CMH) Foundation has launched its 12<sup>th</sup> Annual ***Angels for Care Campaign*** to help advance care for thousands of patients treated at the hospital each year. More than 40,000 area residents are treated annually at CMH. This includes patients requiring emergency services, a surgical procedure, a stay in the In-Patient Unit, a diagnostic test, to have blood work done and much more. If it wasn't for financial support from the community many of these life-saving services would not have been available for patients. Currently the hospital has a list of important equipment the medical staff needs to continue to provide this great health care locally.

The CMH Foundation has launched the 12<sup>th</sup> Annual ***Angels of Care Campaign*** with a goal of raising \$250,000 for the purchase of some of the high priority equipment the hospital needs. The list includes Vital Signs Monitors, Defibrillators, a Blood Culture System for the Laboratory and eight new hospital beds. The Foundation reminds the community the Provincial government does not provide funds for the purchase of new equipment. That responsibility is in the hands of the donor community.

In a letter to donors and former patients, Chief of Emergency Dr. Eshay Elia thanks donors for their past support and asks them to consider a gift to this year's ***Angels of Care Campaign***. Dr. Elia writes, "CMH is seeing an increased demand for care, along with more acute and complex conditions. The need for new and replacement equipment is greater than ever." Dr. Elia adds, "There is no doubt in my mind the medical staff at CMH save lives every day, because of the donor-funded equipment we have at the hospital".

This year the CMH Foundation has a number of new initiatives to inform residents about the needs at the hospital, including a new video featuring Dr. Elia that will be available soon on the Foundation's web site and Facebook page. The Foundation will also be taking part in ***Giving Tuesday*** on November 27th. ***Giving Tuesday*** is an annual global movement for giving and volunteering. It's a time when charities, companies and individuals join together for favourite causes. In the same way that retailers take part in Black Friday, the giving community comes together for ***Giving Tuesday***. The CMH Foundation is hoping to raise \$16,000 on ***Giving Tuesday*** to purchase two new hospital beds.

The Foundation is also launching a fun new initiative this year called, ***"Jingle & Mingle"***. "The Foundation is encouraging people to host an event, in their home, workplace, church group or social club and invite guests to make a donation to the hospital in support of the

**Angels of Care Campaign.**” says Catherine Holt, Stewardship and Donor Relations Co-ordinator for the Foundation. “It could be a tea party with treats, social gathering in the evening or a coffee break at work. Simply invite a few friends, serve up some treats and encourage guests to support the Campbellford Memorial Hospital Foundation.” Just let the Foundation know you are hosting a “**Jingle & Mingle**” Party so you can get your information package.

Those interested in supporting the **Angels of Care** Campaign or learning more are invited to call or visit the CMH Foundation Office or visit [www.angelsofcare.ca](http://www.angelsofcare.ca)

-30-

For more information, please call

John Russell, CFRE  
Campbellford Memorial Hospital Foundation  
(705) 632-2014 or [jrussell@cmh.ca](mailto:jrussell@cmh.ca)