



NEWS RELEASE

***Giving Tuesday* will once again be very special at Scott Drummond Motors in Campbellford**

For Immediate Release, November 16, 2020

TRENT HILLS – The Campbellford Memorial Hospital (CMH) Foundation says this year's ***Giving Tuesday*** Initiative will once again be special thanks to the generous support of Scott Drummond Motors. Started in 2013, ***Giving Tuesday*** is a global giving movement driven by individuals, charities, businesses and communities across Canada and around the world. Just as Black Friday kicks off the holiday shopping season, ***Giving Tuesday***, on December 1st, 2020 is a day to think about supporting your favourite charity.

This year the CMH Foundation is hoping to raise \$20,000 on ***Giving Tuesday*** to support the purchase of a new Cardiac Telemetry System for the hospital. To help the Foundation reach its goal Scott Drummond Motors in Campbellford will match all gifts made to the hospital on ***Giving Tuesday***, up to \$10,000.

"This is the third year that Scott Drummond Motors has supported the ***Giving Tuesday*** program and we can't thank them enough", says Brooklyn Allan, Chair of the Campbellford Memorial Hospital Foundation. "Scott's loyalty to the Hospital is very much appreciated and with his support we are confident this year's ***Giving Tuesday*** goal will be met."

"It is critical to have a strong hospital in our community and we need to do all we can to ensure it has the medical tools it needs to care for patients today and for years to come," says Scott Drummond, Dealer Principal of Scott Drummond Motors. "I hope you will take a few moments on ***Giving Tuesday***, December 1st to make a gift to Campbellford Memorial Hospital."

On December 1st, donors are invited to drop off their gift at Scott Drummond Motors in Campbellford using the COVID-friendly **Donation Drive-Thru**. Donors who give \$20 or more will receive a special ***Giving Tuesday Gift Bag***, including a Tim Hortons Gift Card, and other surprises plus a FREE washer fluid top up.

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 be available for patients.

Giving Tuesday is part of the CMH Foundation's 14th Annual ***Angels of Care Campaign***.

Those interested in supporting the hospital on ***Giving Tuesday*** can call the CMH Foundation Office at 705-653-1140 ext 2104 or donate securely on-line at www.givetocmh.ca.

For more information, please call

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

About Giving Tuesday (#GivingTuesdayCA)

Giving Tuesday is a movement to celebrate giving of all kinds, celebrated on the Tuesday after Black Friday and Cyber Monday; this year it falls on December 1st, 2020. The movement was launched in Canada in 2013 by GIV3 and CanadaHelps.org, and founded in the US in 2012 by 92nd Street Y in partnership with the UN Foundation.



December 1st, 2020

GIVINGTUESDAY™

Donations made on Giving Tuesday will support the purchase of a new Cardiac Telemetry System for CMH!



Our current aging Cardiac Telemetry System has limited patient monitoring capacity. By investing in a new system we will be able to expand our monitoring of patients. This enhanced service will ensure better and more immediate treatment of patients. And when heart related issues are concerned, **every moment counts.**

DOUBLE Your Impact

Thank you to our Giving Tuesday Match Maker, Scott Drummond Motors in Campbellford who will match each donation made on December 1st up to \$10,000!



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