



**Thunder Bay Regional
Health Sciences
Foundation**

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Northwestern Ontario's leading fundraising organization begins exciting new phase

Earlier today, the new Thunder Bay Regional Health Sciences Foundation unveiled a brand new look to signify the integration of the Northern Cancer Research Foundation and the former Thunder Bay Regional Health Sciences Foundation. The new Health Sciences Foundation takes the best from both organizations and broadens its focus to all aspects of healthcare in Northwestern Ontario. The two foundations officially begin to operate as a single organization on April 1, 2008 with a mission to raise funds to support excellence in healthcare for the people of Northwestern Ontario.

The Health Sciences Foundation's new look, inspired by the Health Sciences Centre's branding, features a sun with organically-styled orange rays which represent the Health Sciences Foundation's multidisciplinary approach to healthcare fundraising. The Health Sciences Foundation continues to raise funds to advance patient care in all areas of the Health Sciences Centre.

Along with the new look comes the introduction of three specialty funds: the Northern Cancer Fund, the Northern Cardiac Fund and the Health Sciences Discovery Fund. Each fund represents an area of high activity and high need in our community, according to Glenn Craig, President & CEO of the Health Sciences Foundation. "In Northwestern Ontario, Cancer and Cardiac Disease are responsible for the vast majority of deaths, while medical research is the single most significant area of growth and promise in our community," he says. "These are health issues of great concern to the people Northwestern Ontario, which is why 100% of the funds donated to the Health Sciences Foundation stay in Northwestern Ontario."

The Northern Cancer Fund will continue the work of the Northern Cancer Research Foundation, funding initiatives such as The Linda Buchan Centre for Breast Screening and Assessment, the TBayTel Tamarack House and smoking cessation programs for patients.

The Northern Cardiac Fund will support initiatives to battle heart disease through improved cardiac services in Northwestern Ontario, from research, education and awareness to diagnosis, treatment and rehabilitation, including Angioplasty.

The Health Sciences Discovery Fund is dedicated to supporting the world-class medical research in Northwestern Ontario that will impact tomorrow's healthcare.

Donors are able to designate their gifts to either of the funds or can support any area of care within the Thunder Bay Regional Health Sciences Centre, such as Renal, Paediatrics, Trauma, Neurosurgery or many others. "We want to assure our supporters that they will always have the ability to designate their gifts," says Craig.

"We may have a new look, but our dedication to the health of the people of Northwestern Ontario remains unwavering," says Ken Bittle, Chair of the Health Sciences Foundation. With three specialty areas of funding in addition to the many other areas of care, Bittle emphasizes that the need for the community's support is greater than ever before. "We encourage our past supporters to continue to fund the breakthroughs that are improving healthcare for residents across Northwestern Ontario."

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