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Media release

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Christmas is for kids! WestJet brings holiday joy to paediatric patients

Christmas is a time of joy for most children. But when a child is sick and hospitalized, it can be easy for them to forget about the holiday season. That's why WestJet joined representatives of the Thunder Bay Regional Health Sciences Foundation to visit children in the Paediatric Unit of the Thunder Bay Regional Health Sciences Centre earlier today.



Young patient Sarah-Anne Piccolo enjoys a visit from gift-bearing WestJet employees

Today's visit was part of the WestJet Cares for Kids Community Investment program which focuses on children's health and wellness. The WestJet Cares for Kids Toy Drive collected toys in all 26 of WestJet's Canadian bases and WestJetters from those communities deliver them to their local childrens' hospitals and paediatric facilities.

"We are dedicated to supporting children's health through WestJet Cares for Kids" said Richard Bartrem, WestJet Vice-President of Culture and Communications. "We strive to empower all WestJetters to make a difference and the WestJetters who donated these toys and delivered them to the hospitals exemplify this spirit. This Christmas WestJet will have donated over 1,500 toys across our network of 26 Canadian cities."

The faces of the children positively lit up when WestJet representatives opened bags full of brand new toys and distributed them to the

young patients. The program is one that is highly valued by the children (of course!), as well as by their parents and healthcare providers. When a child is ill, it helps to be distracted by the joy and interest of a new toy.

"We are very grateful to WestJet for considering our pediatric patients this time of year," explains Ken Bittle, Chair of the Health Sciences Foundation's Board of Directors. "Providing care to patients is always made more effective by community support. Whether donors provide the means to purchase medical equipment or gifts to encourage recovery in paediatric patients, they are helping to make exceptional care possible."

Together, we make a healthier Northwestern Ontario.

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