



Exceptional Cancer Care Campaign

Media Release

For Immediate Release - April 13, 2015

Update: Community Inspired to Give to The Paterson Foundation's Gift Matching Challenge to Activate the Cyclotron - Just under two weeks left!

Thunder Bay, ON - Thanks to media across Northwestern Ontario who shared an update on April 6 regarding funds raised in response to The Paterson Foundation's gift matching challenge, the Health Sciences Foundation was humbled and amazed when, on Tuesday, April 7, over \$100,000 was committed to the Exceptional Cancer Care Campaign, by a number of generous donors. Each donor was inspired to give for individual reasons, but the common theme was, 'we want to take advantage of the opportunity to have our gift matched'.

Dr. Bill McCready, current Chief of Staff and future Interim President and CEO, (Effective Spring 2015) Thunder Bay Regional Sciences Centre was one donor who was greatly inspired to make a \$10,000 donation, knowing his gift would be matched. "I have a very personal connection with cancer, as so many do, and it was very attractive to me that my gift would be matched."

"I've worked at the hospital, in one form or another for 33 years, and it's important to me to give to a facility in which I believe so strongly. Not only have I been a physician and administrator, but I was recently a patient for back surgery. I had many people ask me where I was going to have my surgery, and I replied emphatically that it would be in Thunder Bay. We have a terrific team here and I was comfortable and well-cared for throughout my stay. It's my goal to ensure that cancer patients have the same exceptional experience that I did, and never have to think twice about leaving town to have the best care possible."

Dr. McCready continued, "I challenge my medical colleagues at Thunder Bay Regional Health Sciences Centre to become donors and make this facility even better than it is now, for our patients and families, our colleagues and, even, ourselves. Investing here means that we each have access to leading-edge equipment that is critical to medicine now and in the future."

With just under two weeks left to make a gift to the Exceptional Cancer Care Campaign to take advantage of The Paterson Foundation's generous commitment to match gifts, the Health Sciences Foundation is pleased to announce that the total raised to-date is \$343,053. To join the momentum and excitement, and help reach the goal of \$500,000, donors can make a gift:

Online: healthsciencesfoundation.ca/cyclotron

In Person: at the Donation Centre inside the Thunder Bay Regional Health Sciences Centre

By Phone: 345-HOPE (4673)

By Mail: Thunder Bay Regional Health Sciences Foundation, Attn: Cyclotron
980 Oliver Rd. Thunder Bay, ON P7B 6V4

OUR MISSION: To raise funds towards Exceptional Cancer Care in Northwestern Ontario

TEL: 807 345 4673

FAX: 807 684 5802

TOLL FREE: 1 877 696 7223

info@healthsciencesfoundation.ca

www.healthsciencesfoundation.ca/ECC



Thunder Bay Regional
Health Sciences
Foundation



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Exceptional Cancer Care Campaign

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The Paterson Foundation Gift Match Challenge for Exceptional Cancer Care

On Tuesday, March 10, The Paterson Foundation announced that, for each dollar given to the Exceptional Cancer Care Campaign between then and April 26, The Paterson Foundation would match that donation, dollar for dollar, up to a committed total of \$500,000.

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