



Exceptional Cancer Care Campaign

Media release

For immediate release: April 6, 2015

Update: The Paterson Foundation Gift Matching Challenge for Exceptional Cancer Care

Thunder Bay, ON – 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.

Upon making the announcement, Donald Paterson, President, The Paterson Foundation said, “Our goal is to raise \$1 million to activate the Cyclotron, but we need this community’s help!”

Dr. Mark Henderson, Executive Vice President, Patient Care Services, Thunder Bay Regional Health Sciences Centre and Regional Vice President, Cancer Care Ontario was certain, upon hearing the announcement, that the community would be inspired by The Paterson Foundation’s generosity and would show their support quickly. Always one to lead by example, Dr. Henderson came forward with an additional gift to the campaign. “I’m delighted to be able to contribute to this endeavour, knowing the impact the Cyclotron will have for healthcare in our community,” he said.

It is obvious that Dr. Henderson’s confidence in community support was not unfounded. His gift, along with multiple others has brought the total raised to-date to \$242,587, with just under 3 weeks to go. Each gift brings the community closer to having Exceptional Cancer Care, to ensure our families and friends have the very best equipment available to diagnose, treat and research cancer, here at home.

Each donation to the campaign, whether made by an individual, or through an event, counts towards this challenge, and, if made prior to April 26, its impact will be doubled. When made aware that the proceeds from this year’s ‘Unplugged for Cancer’ event would be doubled, organizer Joanne Berube was beyond thrilled. “I’ve got to call my husband to tell him the good news!” she enthused. “Having survived cancer, I know all too well the importance of having equipment available and I’m so, so happy that the funds we raised will give patients the ability to stay close-to-home for exceptional treatment.”

Donations can still be made (but only for a few more weeks!):

- 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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For more information, please contact:

Heather Vita
Manager, Marketing & Communications
Thunder Bay Regional Health Sciences Foundation
807-684-7111 (Direct) 807-631-3793 (Cell)
Heather.Vita@healthsciencesfoundation.ca
Healthsciencesfoundation.ca
Facebook.com/healthsciencesfoundation
@TBRHSF
Youtube.com/tbhealthfnd

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