

April 30, 2018

FOR IMMEDIATE RELEASE

Calgary Health Trust launches neighbourhood campaign to raise funds to transform health care in Calgary and Southern Alberta

CALGARY – Beginning April 30, 2018, Calgary Health Trust will be launching a city-wide door-to-door campaign in an effort to boost funding of major health care priorities in Calgary and Southern Alberta.

The program is designed to raise awareness throughout the city about the role community giving plays in transforming our local health care system.

Throughout the spring and summer months, Calgary Health Trust representatives will go house-to-house in hopes of recruiting more than 750 Calgarians to commit to a monthly donation of \$20 to \$30.

“I have always been impressed by the tremendous generosity of Calgarians and Southern Albertans,” said Dr. Chris Eagle, President and CEO, Calgary Health Trust. “This community has shown time and time again that it wants to fund innovations that create change and that is what this door-to-door campaign will help Calgary Health Trust continue to do.”

Over the years, the generosity of the community has raised more than \$427 Million to fund projects that are creating world-class care facilities and improving the quality of life for many patients and their families in this province. Such projects include the Interventional Trauma Operating Room, Cardiac Hybrid Operating Room, Vascular Disease Centre for Excellence, Southern Alberta Institute of Urology and funding for hundreds of community and long-term programs.

“Through a visionary concept in the mid-nineties, has evolved into a powerful, community-driven organization that is shaping the health care landscape in Calgary and Southern Alberta through the involvement of the community,” added Dr. Eagle.

The organization works in close partnership with Alberta Health Services to identify the priorities that will have the biggest impact on the community. Current priorities represent a variety of health needs, including reimaging neonatal care for all of Southern Alberta. This will include a complete redevelopment and expansion of the critical care neonatal unit at Foothills Hospital, as well as a variety of research and community education initiatives.

The campaign, Newborns Need, will launch on May 30, 2018 and intends to raise over \$60 Million by 2020.

Calgarians are encouraged to look for about canvassers wearing Calgary Health Trust branded t-shirts with ID badges.

Communities where canvassers are active will be posted on the organization’s website at calgaryhealthtrust.ca/atyourdoor.

Members of the public are encouraged to call 403-943-0615 should they have any concerns or questions about the program.

Calgary Health Trust is a Calgary-based charity focused on fundraising that will transform health care in Alberta. The incredible generosity of our donors has helped to raise more than \$427 million for health care since 1996. Funds raised benefit Foothills Medical Centre, Peter Lougheed Centre, Rockyview General Hospital, South Health Campus, many community health programs and 12 Carewest care centres in our community. For more information about Calgary Health Trust and its strategic priorities, visit calgaryhealthtrust.ca

- 30 -

Media contact:

Valerie Ball
Director of Communications
Calgary Health Trust
403-990-7943