



Canadian Tire Fix-A-Heart campaign raises \$60,000 for Heart Health

VICTORIA, B.C. — Shoppers in Greater Victoria gave generously to the annual Fix-A-Heart campaign at local Canadian Tire Stores during the 2010 Christmas season, and raised \$60,000 for the Victoria Hospitals Foundation. Proceeds from the give-at-the-till campaign support Heart Health at Royal Jubilee Hospital.

“Funds raised by Canadian Tire will be used to purchase two critical care beds for the Heart Health Cardiac Care Unit,” said Holly Kennedy-Symonds, director, Heart Health and Adult Intensive Care, Vancouver Island Health Authority. “These beds are specifically designed to significantly improve patient care and include features such as split side rails, built in weigh scales, and low-to-the ground positioning to ensure safe patient entry and exit.”

The beds also have one-button CPR positioning and automatic rotation to help nurses turn patients more easily.

Since 2003, the Fix-A-Heart campaign has run at local Canadian Tire stores in Greater Victoria from November 24 to December 24 every year. Customers are asked to give \$2 at the till to support Heart Health at Royal Jubilee through the Victoria Hospitals Foundation.

“Canadian Tire is one of Victoria’s great corporate citizens,” said Rod Dewar, vice chair, board of directors, Victoria Hospitals Foundation. “Campaigns like this would not be successful without a great team of staff, customers and suppliers who are behind them 100 per cent!”

The Royal Jubilee Hospital’s Heart Health Program is rated by the American Cardiology Association as one of the top cardiac programs in North America. Areas of excellence include angioplasty, echocardiography, electrophysiology, cardiac surgery, electrodiagnostics, and rehabilitation

About the Victoria Hospitals Foundation:

The Victoria Hospitals Foundation works in partnership with the Vancouver Island Health Authority to enable donations to Vancouver Island’s two largest and most comprehensive hospitals: the Royal Jubilee and the Victoria General. Every year we fund approximately 40 per cent of capital equipment purchases for these hospitals, and last year this amounted to nearly \$6 million for urgently needed medical equipment and special projects that help these two hospitals provide care to all 752,000 residents of Vancouver Island. Since 1989, the Victoria Hospitals Foundation has raised more than \$76 million to benefit our hospitals. For more information, call the Foundation at 250-414-6688 or go to www.victoriahf.ca.

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