

## Canadian Tire Fix-A-Heart campaign breaks annual record

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For Immediate Release

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Victoria, BC – Shoppers in Greater Victoria gave more than ever to Canadian Tire Stores’ annual Fix-A-Heart campaign during the 2009 Christmas season, making it the most successful campaign to date raising \$81,000 for the Victoria Hospitals Foundation. Proceeds from the give-at-the-till campaign support the Heart Health Program at Royal Jubilee Hospital.

Funds raised through the 2009 Fix-A-Heart campaign will be used to purchase two treadmills for Royal Jubilee Hospital – important equipment for diagnosing and assessing potentially life-threatening cardiac conditions. Canadian Tire’s cumulative contribution to the Heart Health Program since the campaign began in 2003 is \$385,000.

“Contributions like these help us run our Heart Health Program which benefits many people from across Vancouver Island,” said Dr. Lyall Higginson, medical director, Heart Health, Vancouver Island Health Authority. “We appreciate the generosity of the community and the corporate leadership demonstrated by Canadian Tire through this annual initiative.”

One of the new treadmills will be located in the electrodiagnostic services (EDS) lab, performing non-invasive stress tests primarily for people with suspected coronary artery disease. With its console connected to an electronic cardiac information system, between 400 and 450 people will benefit per year on both an inpatient and outpatient basis.

The second treadmill is for the Echo lab. This combination exercise machine and electrocardiogram (ECG) is used in conjunction with a cardiac ultrasound machine to determine the cause of symptoms such as chest pains or angina, and to assess various cardiac conditions including arrhythmia and valve disorders as well as before and after open-heart surgery. Staff expect to treat approximately 600 patients in the Echo lab this year.

“This campaign has been a tremendous success,” said Bill Thomson, vice chair of the board of directors for Victoria Hospitals Foundation. “In fact, last year it inspired the national Canadian Tire chain to adopt it as a model for a cross-country charitable give-at-the-till campaign in all their stores.”

The Fix-A-Heart campaign runs at all five Canadian Tire stores in Greater Victoria from November 24 to December 24 each year. Customers are asked to give \$2 at the till to support the cause.

**About the Heart Health program:** The Heart Health program at Royal Jubilee Hospital is renowned for its innovative and patient-focused care. The skill and dedication of the cardiac team have been given top ranking by the American Cardiology Association of the Royal Jubilee Hospital among heart 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 40 per cent of

capital equipment purchases for these hospitals, and last year this amounted to more than \$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 \$70 million to benefit our hospitals. For more information, call the Foundation at 250-414-6688 or go to [www.victoriahf.ca](http://www.victoriahf.ca).

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