

## Local Canadian Tire stores raise more than \$55,000 for Cardiac Care at Royal Jubilee Hospital through Fix-A-Heart Campaign

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For Immediate Release

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Canadian Tire shoppers helped raise more than \$55,000 during the annual Fix-A-Heart Campaign in support of Heart Health at Royal Jubilee Hospital. Generous customers donated \$2 at the till from November 24 to December 24, with local stores – Douglas Street, View Royal, Royal Oak, and Gordon Head locations – matching customer donations. Since 2003, Canadian Tire’s Fix-A-Heart campaign has raised more than \$557,000 to buy lifesaving cardiac equipment that helps thousands of patients across Vancouver Island.

Victoria Hospitals Foundation Board Chair, Lance Abercrombie, remarked on the campaign: “The impact of Canadian Tire’s long-term commitment to supporting Heart Health is tremendous. Not only have they helped buy crucial equipment for the Cardiac Care unit for more than a decade, they also set a wonderful example of what can be achieved through long-term dedication to a cause. Thousands of patients have been helped by the equipment purchased through their annual campaign. Our local Canadian Tire stores have made a huge contribution to Royal Jubilee Hospital and we are extremely grateful.”

Dave Ullathorne owns the Douglas Street Canadian Tire store and has been instrumental in the campaign’s success from the start. “The Fix-A-Heart campaign is something we look forward to every year – we take our commitment to supporting Heart Health at Royal Jubilee Hospital very seriously. Heart disease is a major problem in our society, and we want to directly help people affected by it. It’s encouraging and uplifting to see our customers and the community supporting this initiative year after year. Our goal is to eventually reach the \$1 million mark.”

Canadian Tire’s contributions have funded specialized beds for cardiac patients, diagnostic treadmills, defibrillators and other sophisticated equipment that directly benefits patients and enables doctors and nurses to offer state-of-the-art care.

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### **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. Last year we raised \$8.4 million for urgently needed medical equipment and special projects that help these two hospitals provide care to all 765,000 residents of Vancouver Island. Since 1989, the Victoria Hospitals Foundation has raised nearly \$90 million to benefit our hospitals. For more information, call the Foundation at 250-519-1750 or visit [www.victoriahf.ca](http://www.victoriahf.ca).

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