



VICTORIA HOSPITALS
FOUNDATION

Giving makes us all better

Local Canadian Tire Stores Help Caregivers at Royal Jubilee Hospital Fix Hearts

November 27, 2017

Media Release

Victoria, B.C. – Canadian Tire has launched its 15th annual Fix-A-Heart campaign to support the Victoria Hospitals Foundation’s current Campaign for Cardiac Care at Royal Jubilee Hospital (RJH). From now until December 24, customers at the Hillside, View Royal and Royal Oak stores, as well as the Gordon Head automotive centre, can donate any amount at the till towards urgently needed cardiac equipment. The stores will match every customer donation.

“We are very pleased to partner with the Victoria Hospitals Foundation once again to support cardiac care at Royal Jubilee Hospital,” said Kim Reynhoudt, Associate Dealer for Canadian Tire View Royal. “For 14 years, our generous customers have demonstrated how much they care about this important cause. We are optimistic this year’s campaign will be another big step towards our ultimate goal of raising one million dollars for cardiac care on Vancouver Island.”

Royal Jubilee is the Heart Health referral centre for all 785,000 residents of Vancouver Island. This year, in conjunction with the Victoria Hospitals Foundation’s Campaign for Cardiac Care, Fix -A - Heart donations will help purchase a new state-of-the-art heart catheterization laboratory C-arm.

The C-arm is used for a variety of important cardiac diagnoses and procedures. The C-arm allows caregivers to:

- obtain real-time images of a patient’s heart and blood vessels by conducting a diagnostic test called an angiogram. The images show the location and size of any blockage in or near the heart and allow medical teams to determine the best life-saving approach.
- perform an immediate procedure such as a balloon angioplasty or the insertion of a stent or a new heart valve, again using the real-time images from the C-arm to guide a physician’s meticulous tasks. With these images, doctors can unblock arteries, stop a heart attack or replace a diseased valve in a couple of hours at most.

These life-saving procedures mitigate the need for general anesthetic or open heart surgery and patients go home, in many cases, the same day.

“When our caregivers have access to the absolute best medical tools, it greatly improves the quality of care cardiac patients receive,” said Bruce Dyck, Board Chair for the Victoria Hospitals Foundation. “The level of success and longevity achieved by the Fix-A-Heart campaign is absolutely incredible, and it makes a big difference for our medical teams and patients knowing they have the full support of our community.”

Since 2003, the Fix-A-Heart campaign has raised more than \$740,000 for cardiac care on Vancouver Island. Their ultimate goal is to reach \$1 million.

To learn more about the Campaign for Cardiac Care and Fix-A-Heart, visit www.victoriahf.ca/inaheartbeat

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About the Victoria Hospitals Foundation

The Victoria Hospitals Foundation works in partnership with Island Health to enable donations to Vancouver Island’s two largest and most comprehensive hospitals: the Royal Jubilee and the Victoria General. Last year, we raised more than \$7 million for urgently needed medical equipment and special projects that help these two hospitals provide care to all 785,000 residents of Vancouver Island. Since 1989, the Victoria Hospitals Foundation has raised over \$128 million to benefit our hospitals.

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