

Canadian Tire Fix-A Heart Campaign Marks the Season

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For Immediate Release

Canadian Tire has launched its annual Fix-A-Heart campaign at the Douglas Street, View Royal, Royal Oak and Gordon Head Canadian Tire locations in Victoria. From now until December 24, shoppers can donate \$2 at the till (including Canadian Tire money) to support Cardiac Care at Royal Jubilee Hospital through the Victoria Hospitals Foundation. Canadian Tire will match all donations made by customers.

Last year the campaign raised \$55,000. Over the past 10 years, Canadian Tire's Fix-A-Heart campaign has raised more than \$557,000 in support of Heart Health at Royal Jubilee Hospital.

"Since the Fix-A-Heart campaign began a decade ago, it has supported thousands of patients across Vancouver Island by helping to purchase leading-edge cardiac care equipment," said Alan Lowe, Board Chair of the Victoria Hospitals Foundation. "Some of these pieces include specialized beds for cardiac patients, diagnostic treadmills and defibrillators. This year, the funds will support the purchase of cardiac rehabilitation equipment, which will help patients recuperating from heart conditions or surgery. We're so grateful to Canadian Tire for their long-term commitment to an issue that touches the lives of so many."

"We're thankful and humbled by the generosity of our customers," says Dave Ullathorne, owner of the Douglas Street store. "By donating \$2 at the till, people can easily contribute to something that has a big impact on our community. Heart health is a cause that we are firmly committed to, and ultimately our hope is to top the one million dollar mark. We're proud of the impact the Fix-A-Heart Campaign has had on people's lives in Victoria."

About the Victoria Hospitals Foundation:

The Victoria Hospitals Foundation raises funds for priority medical equipment and special projects at Royal Jubilee Hospital and Victoria General Hospital – Vancouver Island's largest and most comprehensive healthcare facilities. The generosity of our donors helps us contribute to better patient care, faster diagnosis and more efficient treatment for the more than 765,000 residents these hospitals serve. Every year, Victoria Hospitals Foundation purchases hundreds of important pieces of diagnostic and treatment equipment that make a real difference in every patient's daily life and quality of care. The Victoria Hospitals Foundation is the leading healthcare charity on Vancouver Island. Together with our community, we have raised nearly \$97 million for our hospitals since 1989. For more information about how giving makes us all better, visit www.victoriahf.ca.

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