



Local Canadian Tire Stores Donate \$52,000 to Help Doctors Fix Hearts

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Media Release

Victoria — It has been another successful year for the Canadian Tire annual “Fix-A-Heart” campaign, which raised \$52,000 to support cardiac care at Royal Jubilee Hospital, assisting the purchase of rehabilitation equipment. Over the past 10 years the Fix-A-Heart campaign has raised an astounding \$609,000.

The event began in 2003, when the Douglas Street, View Royal, Royal Oak and Gordon Head stores made a commitment to help the medical teams at Royal Jubilee by raising funds for leading-edge cardiac equipment. Since then, Canadian Tire customers have given a dollar or two at the till when they make their December purchases and the stores have been matching their donations.

Dave Ullathorne, who owns the Douglas Street Canadian Tire, has been a driving force behind Fix-A-Heart and he knows that long-term commitment to a cause can make all the difference in how much can be accomplished: “Every year, customers know that they will be asked to give a toonie to help people in their community with heart conditions. I think their growing generosity speaks to just how important heart health is to all of us. It’s sad to say, but everyone knows someone with heart disease. We’re now on our way to raising a million dollars to help.”

About 3,200 cardiac cases a year will require hospitalizing during their diagnosis and treatment. This year, funds from Fix-A-Heart were earmarked to support a Telemetry Monitoring System that allows cardiologists and physiotherapists to monitor the electrical activity of a patient’s heart as they exercise. The system can detect certain conditions before a patient even experiences any symptoms, allowing for early intervention and treatment. And because the system is wireless, patients can move freely while under the close supervision of their healthcare professionals.

“In our homes and in our hospitals, Canadian Tire helps everyone in our community by making sure we have the right tools to do the best possible work,” said Alan Lowe, Board Chair for the Victoria Hospitals Foundation. “If you could see what their contributions to Cardiac Care at Royal Jubilee Hospital look like, you would see patients who have the most advanced diagnostic equipment to ensure faster and more accurate treatment, specialized beds that help them heal after open heart surgery, and this year, rehabilitation equipment that help them begin their new lives stronger and healthier.”

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The only cardiac program on Vancouver Island is located at Royal Jubilee and patients from throughout our region count on the hospital to diagnose cardiovascular disease and abnormal heart rhythm, and to perform vital medical procedures such as open-heart surgery, angioplasty and implanting pacemakers. Thanks to Canadian Tire and the generous Victoria community, the Royal Jubilee Hospital cardiac team benefits from having state-of-the-art technology to diagnose and treat every one of those patients.

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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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