

Seeing More Clearly

A campaign for an MRI and more...

FOR IMMEDIATE RELEASE

Monday January 10, 2011

Seeing More Clearly- A Campaign for an MRI and more North Bay and District Hospital Foundation Announces Brand and Campaign Cabinet

North Bay, ON- The North Bay and District Hospital Foundation has accepted the responsibility to lead area communities in support of the *Seeing More Clearly* – a campaign for an MRI and more...

Mark Hurst, President and CEO, North Bay General Hospital & Northeast Mental Health Centre, says the hospital did not have the money needed to purchase an MRI, so they have asked the Foundation to reach out and ask our community to help us raise the necessary funds for the MRI and other diagnostic imaging equipment.

“The Hospital has not been able to set aside funds to purchase an MRI (approximately \$3 million). The Ministry of Health and Long-Term Care (MOHLTC) does not cover the capital costs for the initial purchase of an MRI, but it does fund the operating dollars required—approximately \$800,000 annually— to run the MRI. That is why we needed to have MOHLTC approval, which was confirmed just before Christmas.”

Tammy Morison, Foundation Campaign Director explains the significance of the slogan Seeing More Clearly. “The slogan of the campaign represents the benefits of up-to-date diagnostic imaging equipment. This new equipment will allow us to see inside the human body more clearly, ensuring more accurate and timely diagnoses – close to home.”

NBDH Foundation Executive Director Lois Krause says a change in financing is why the community is raising the funds for these important pieces of equipment. “When the Government of Ontario changed the financing of all new hospitals to cover 90 per cent of construction costs, with the remaining 10 per cent coming from the community, they further stated that 100 per cent of all new equipment will be the responsibility of the hospital and the community.”

Campaign Co-Chair Al McDonald, acknowledges the importance of community leadership and volunteers. “My Co-Chair, Ted Thomson together with Honorary Co-Chairs Ted Hargreaves, Barbara Minogue and Steve Omischl as well as 40 Campaign volunteers have committed, once again, to lead this exciting fundraising campaign. With this caliber of leadership, I believe we will be able to inspire community support to acquire the urgently needed DI Equipment needed to save lives.”

The campaign has started its first phase focusing on leadership gifts. **The public phase will be launched in spring 2011**, providing an opportunity for everyone to get involved.

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Co-Chair
Seeing More Clearly Campaign
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Honourary Campaign Co-Chairs

Ted Hargreaves

Honourary Campaign Co-Chair
Regional Managing Partner
BDO Canada LLP

Barbara Minogue

Honourary Campaign Co-Chair
Community Volunteer

Steve Omischl

Honourary Campaign Co-Chair
World Cup Champion 2004,
2007, 2008, 2009
3x Olympian - Freestyle Skiing

Campaign Co-Chairs

Al McDonald

Campaign Co-Chair
Independent Business Owner

Ted Thomson

Campaign Co-Chair
Senior Financial Planning Advisor & Branch Owner
Assante Wealth Management Ltd.

Campaign Cabinet

Victorine Beddage

Psychiatrist
Northeast Mental Health
Centre

Don Couchie

Owner
Ojibway Snacks

Steven Kizell

Independent Business
Owner

Nancy Birtch

Chartered Accountant
KPMG, LLP

Don Curry

Executive Director
North Bay & District
Multicultural Centre

Lois Krause

Executive Director
North Bay & District
Hospital Foundation

Marty Brown

Vice President
Sparrow Brown

Victor Fedeli

President
Fedeli Corporation

Luc Lalonde

Vice President
JP Investments Ltd.

Peter Chirico

Senior Account Manager
Commercial Financial
Services
RBC Royal Bank of Canada

William Ferguson

VP Creative/Partner
TWG Communications

Ian Macpherson

President
Malmac Properties

Bob and Jan Chisholm

Owners
McDonalds Restaurant

Claude Fortier

Independent Business Owner

Beverly Martin

Chief Communications
Officer
Ontario Northland

Brian Chute

Owner
Dean's Pharmasave

Jean Jamieson

Broker
Century 21 – Blue Sky Region

Ian Martyn

Owner & Funeral Director
Martyn Funeral Home

Gary Jodouin

Chartered Accountant (retired)
KPMG LLP

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Arnold May

Owner Operator
Beedaubun Enterprise

Chris Mayne

Manager
Mayne Travel Services
Limited

Don McCallum

Area Manager (retired)
RBC Royal Bank

Grant McGuinty

Co-Owner
McGuinty Funeral Home

Lachlan McLachlan

Senior Financial Advisor
Assante Wealth
Management Ltd.

Jennifer McNutt Bywater

Owner
Vested Interest Trading

Brad Minogue

Broker/ Appraiser
Coldwell Banker Peter
Minogue Real Estate
Brokerage

Peter Moffat

Owner
Tim Hortons of North Bay

Tammy Morison

Campaign Director
North Bay & District Hospital
Foundation

Gordon Prisco

Lawyer
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and Solicitors

Bonnie Rymal

*Vice President Strategy
Management*
NEMHC & NBGH
Chief Nursing Officer NEMHC

Tiziana Silveri

*Vice President, Surgery &
Maternal/Child Care Centres*
North Bay General Hospital

Luc Stang

President and CEO
Gin-Cor Industries Inc.

Andrew Staniforth

Regional Sales Manager
RBC Royal Bank of Canada

Michael Valenti

Co-Owner
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Bob Cunningham

Ex-officio member
*Executive Vice-President &
Chief Amalgamation Officer*
NBGH & NEMHC

Mark Hurst

Ex-officio member
President and CEO
NBGH & NEMHC

Pat Stephens

Ex-officio member
Manager, Public Relations
NBGH & NEMHC

Barbara Morland Wellard

Ex-officio member
Chair, Board of Trustees
NBDH Foundation
Partner, Valin Partners LLP,
Barristers and Solicitor