



FOR IMMEDIATE RELEASE

Celebrating the First Leaves Purchased for the Saint John Regional Hospital Foundation's New Enchanted Forest Baby Wall

Saint John, NB: The Saint John Regional Hospital Foundation has launched a new fundraising program - The Enchanted Forest Baby Wall. It's a way to honour every life that has come into the world at the Saint John Regional Hospital.

The Baby Wall is a beautiful mural, hand-painted by local artist Andrea Arbour. It stretches along the sunny third-floor corridor in the Saint John Regional Hospital and portrays an enchanted forest full of trees, flowers and magical creatures, capturing the spirit of life and hope – just as each baby does.

Babies' names and birth dates will be printed on vinyl leaves, which will be placed along the branches of the mural's two most prominent trees. Parents, grandparents, family and loved ones have the opportunity to purchase a lasting tribute to their family member(s), for our whole community to see.

Angélique Simpson and her husband, Kevin, have already purchased a leaf for their new baby, Amelia. Angélique is a member of the Saint John Regional Hospital Foundation's Board of Directors. She is also living proof of the work of our top-notch medical team, and power of the generosity of donors to the Saint John Regional Hospital Foundation.

"If it weren't for the outstanding medical staff and top-of-the-line equipment available at the Saint John Regional Hospital, I would be paralyzed or quite possibly dead after a car accident," said Simpson. "But thanks to the world-class care I received here, I'm now in top health and able to care for my young family."

Colin Simpson is Kevin's twin brother. He and his wife, Catherine, brought their new baby, Ethan, home from the Saint John Regional Hospital on the same day as his cousin Amelia. Colin and Catherine have purchased a leaf for baby Ethan, too. Both families are among the very first to take advantage of this fun, new fundraising program.

More about the Enchanted Forest Baby Wall:

Personalized leaves can be included on the Enchanted Forest Baby Wall for just \$75 each. Orders also come with a commemorative "leaf," which can be placed in a baby album or used as a gift confirmation for parents.

For those babies who do not survive, but live on in the hearts of their family members, a commemorative butterfly can be purchased to float among the leaves in their memory.

The program is open to all babies – past, present and future – born at the Saint John Regional Hospital.

Proceeds from the sale of leaves and butterflies will be directed to women and children's programming at the Saint John Regional Hospital.

More information and an online purchase form can be found at www.babywall.ca.

The **Saint John Regional Hospital Foundation** raises funds to support excellence and innovation in the areas of equipment, mental health, research, education, and patient comfort at the Saint John Regional Hospital, the largest healthcare centre in the province – providing world-class care for all New Brunswickers.

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AVAILABLE FOR INTERVIEWS:

- Parents of Amelia :
 - Angélique & Kevin Simpson - Tel: (506) 721-3857

- Parents of Ethan :
 - Colin & Catharine Simpson - Tel: (506) 647-7303

- Andrea Arbour, Mural Artist – Tel: (506) 333-2223

- Catherine Hinton, VP of Philanthropy, SJ Regional Hospital Foundation - Tel: (506) 648-7566

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Photo: Angélique & Kevin Simpson and their new baby, Amelia, stand with Colin & Catharine Simpson and their new baby, Ethan, in front of the newly completed baby wall in 3A-North Tower at the Saint John Regional Hospital. The Simpson families were among the first to purchase leaves for the new baby wall.