



FOR IMMEDIATE RELEASE
September 11, 2015

Local Shoppers Drug Mart Fundraiser to Support the Maternal Fetal Assessment Clinic at the Saint John Regional Hospital

Saint John, NB: This year, Saint John and Quispamsis Shoppers Drug Mart stores have banded together to support the **Maternal Fetal assessment clinic at the Saint John Regional Hospital.**

Shoppers Drug Mart annual campaign to Grow Women's Health (formerly Tree of Life) has raised over \$26 million since 2002 with 100% of all proceeds benefiting local Women's Health initiatives ranging from improving services at local hospitals to supporting mental health programs.

The fundraising campaign officially kicked-off on Friday, September 11th at 10:00am at the Saint John Regional Hospital, but several eager store employees got a head start on fundraising by hosting BBQs, bakes sales and a quilt raffle.

Dr. Frank Sanderson, Clinical Head Department of Obstetrics and Gynaecology spoke about the role of the Maternal Fetal Assessment Clinic.

"It's of vital importance that we have a confidential, comfortable, warm space to provide concerned expectant parents with a supportive environment during a difficult period in a pregnancy," Dr. Sanderson said. "We are extremely grateful to the Shoppers Drug Mart owners and staff for their support and we hope our community will join in supporting the improvements to the space for all the sake of the expectant mothers in the community."

Tony Leblanc, Associate-Owner, Shoppers Drug Mart on Crown Street in Saint John and his wife Lori know first-hand how important the Fetal Assessment Clinic is to families in our community. Lori was a patient at the Fetal Assessment Clinic when she was pregnant with their daughter, Eloise. Leblanc described the stress he and his wife felt as they waited to hear the news about the health of their unborn baby, and how they felt when they learned that she would be born healthy.

"Shoppers Drug Mart is proud to have raised over \$26 million for women's health since the tree of Life Program was founded in 2002," Leblanc said. "We hope you'll visit Saint John area Shoppers Drug Mart stores from September 12 to October 9, 2015 and join our annual campaign to Grow Women's Health in our community. When you make a donation, you can add your own colourful leaf (\$1), butterfly (\$5), apple (\$10), or bird (\$50) to the Women's Health tree proudly displayed in our store's front window."

100% of the proceeds will support the Maternal Fetal Assessment Clinic at the Saint John Regional Hospital.

For more information, or to make a donation visit www.sjrhf.ca/shoppers or <http://www.shoppersloveyou.ca/events/growing-womens-health-1026>

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. Visit www.sjrhf.ca for more information.

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