



**FOR IMMEDIATE RELEASE**  
**April 13, 2016**

## **Saint John Regional Hospital Foundation to Announce the Successful Close of The GIVE 2015 Fundraising Campaign and New Fundraising Focus for The GIVE 2016**

**SAINT JOHN, NB:** On Wednesday, April 13<sup>th</sup>, 2016 the Saint John Regional Hospital Foundation celebrated both the **close of its successful 2015 annual fundraising campaign** and the launch of **The Give 2016**, a campaign to raise and donate \$1,244,000 for **Pediatric Medicine at that Saint John Regional Hospital** – one of the largest Give campaigns in recent history.

### **Celebrating the Success of The GIVE 2015**

The GIVE 2015 focused on the Foundations 5 guiding pillars: Equipment, Mental Health (MindCare New Brunswick), Research, Education, and Patient Comfort. Numerous projects, representing all 5 pillars were realized thanks to the generosity of our donors. One of the highlights of the campaign was focused on an Intra-Operative 3D imaging with Computer Navigation System - otherwise known as an "O-Arm."

"The purchase of an O-Arm will make Saint John Regional one of only a few hospitals in the country to offer spinal surgeons and neurosurgeons the capability to see three-dimensional images of the spine while performing surgery," said Dr. Neil Manson, Orthopedic Surgeon, Saint John Regional Hospital, Director of Minimally Invasive Spine Surgery, Canada East Spine Centre and Assistant Professor, Department of Surgery, Dalhousie University. "It will enable surgeons to ensure that delicate surgery is performed with absolute accuracy, making the surgery faster and increasing the safety and speed of recovery for patients. It will also reduce exposure to radiation for OR staff, extending the careers of surgeons and orthopedic nurses significantly."

### **Announcing the Launch of The GIVE 2016 Pediatric Medicine**

***Because when a child is sick, the whole family hurts.***

Each year, The GIVE raises funds to support excellence and innovation at the Saint John Regional Hospital. In 2016, donations will touch the lives of many of our most vulnerable patients from Sussex to St. Stephen and from birth to age 18 and will support projects representing all 5 of the Saint John Regional Hospital Foundation's guiding pillars, such as:

#### **Equipment:**

2 central monitors and 26 mobile units across NICU and Pediatrics, 1 transport incubator, 15 Medfusion Pumps

#### **Education:**

2 Simulation Mannequins (5-year and 1-year old), Education Endowment to fund specialized training for pediatric staff, Broselow cart

**Mental Health:**

Snoezelen Cart, Safe room

**Patient Comfort:**

11 sleeping chairs, 4 Pediatric hospital beds, physical upgrades to modernize for patients and families, stationary bikes for Pediatric waiting room

The Give 2016 campaign is already off to a great start thanks to **a very generous gift of \$100,000 from The Brighten Group (Saint John Regional Hospital Auxiliary)** that will go toward upgrades to family rooms in both the neonatal department and pediatrics department at the Saint John Regional Hospital.

“We are extremely grateful for the Brighten Group’s support,” said Jeff McAloon, President and CEO of the Saint John Regional Hospital Foundation. “Families of patients often have to stay at our hospital for extended periods of time and renovations to the family rooms are a wonderful fit with the Brighten Group’s mandate to enhance the hospital experience for patients, families and staff.”

“The Saint John Regional Hospital Auxiliary’s Brighten Group and the Foundation have a successful history of working together,” said Katie Rogers, President, Brighten Group (Saint John Regional Hospital Auxiliary) Board of Directors. “In the past, the Auxiliary’s Brighten Group contributed \$500,000 toward the purchase of the C Arm for the Foundation’s “Caring for Healthcare Campaign” and another \$250,000 for the Pet/CT Scan Campaign. Both of our teams count on the support of the community at large to provide much needed programs, furniture, equipment and education at the Saint John Regional Hospital. Our partnership strengthens our ability to leverage that support and we look forward to continuing our work together on future initiatives.”

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.

- 30 -

**Contact:**

Christine Gilliland  
Manager of Communications  
Saint John Regional Hospital Foundation  
christine.gilliland@HorizonNB.ca | (506) 648-6410