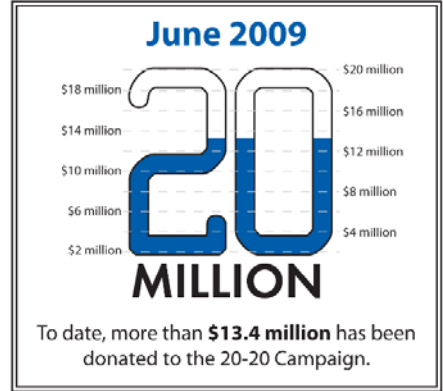


A RECORD BREAKING FUNDRAISING SUCCESS

Members of the 20-20 Team, a new initiative in this year's MDS Nordion Ottawa Hospital Race Weekend Challenge, have 444 thousand reasons to celebrate.

Back in March of 2009, 20-20 Campaign Cabinet member Steve Madely launched this fundraising initiative and encouraged everyone to get involved. In just two short months, not only did Steve motivate more than 130 people to join his 20-20 Team, but he also inspired other community leaders to start their own teams and raise funds for the expansion of The Ottawa Hospital Cancer Centre.



On May 23, surrounded by family, friends and team members, Steve Madely announced \$444,230 had been raised for the 20-20 Campaign through the MDS Nordion Ottawa Hospital Race Weekend Challenge, and the money is still coming in!

This amount is the all-time top fundraising total of any team participating in Ottawa Race Weekend. Congratulations to everyone who helped make this possible!

In addition, all fundraisers have more than just crossing the finish line to be proud of – together they raised more than \$835,560 for The Ottawa Hospital, an all-time record!

(Photo left: Steve Madely announces the total funds raised in support of the Cancer Centre expansion through the MDS Nordion Ottawa Hospital Race Weekend Challenge.)

CANCER CENTRE EXPANSION TO SPEED UP ACCESS TO INNOVATIVE TREATMENT

Every day, physicians and staff of The Ottawa Hospital see the devastating effect cancer has on their patients. Inspired to do something that would have a lasting impact on those they care for, 17 radiation oncologists rallied together to pledge \$40,000 to the 20-20 Campaign.

“This pledge is a testament to how passionate our oncologists are in caring for their patients,” says Dr. Laval Grimard, Head of Radiation Oncology at The Ottawa Hospital Cancer Centre. “Their commitment to this campaign reflects the Hospital’s values of compassion, commitment to quality and working together.”

The expanded Cancer Centre will offer more space for staff and patients, as well as new equipment in a more modern facility. In addition to helping reduce wait times, the expansion will enable radiation oncologists to pursue innovative treatment techniques such as brachytherapy — a groundbreaking procedure during which a low-dose radioactive material is implanted into the body close to the tumour. The procedure is precise in targeting cancer cells and causes less damage to surrounding healthy tissue.

“With this expansion, we can increase the number of patients who receive this powerful and effective treatment,” says Dr. Grimard. “The new space will allow us to create hope for thousands of patients who are treated at The Ottawa Hospital Cancer Centre every year.”

RECENT FUNDRAISING HIGHLIGHTS

- Every year, **Thomas Aiello** donates his birthday money to a local charity. This year, the seven-year-old decided to support the expansion of The Ottawa Hospital Cancer Centre. Thomas personally delivered the money (\$295) he received at his May 16 birthday party to Dr. Jack Kitts during a dinner on May 27.
- CIBC staff helped raise \$2,000 through their Mother's Day event at St. Laurent Centre, as well as \$3,500 during the Wallflower Bloom for Breasts event in Perth. Both fundraisers support CIBC's pledge of \$400,000 for a new breast cancer research lab at the newly expanded Cancer Centre.



Thomas (centre) and his father deliver a cheque to Dr. Jack Kitts (left).

- **Class of 2000 Masonic Masters** made a donation of \$3,500 to support the purchase of an exam table for the chemotherapy treatment unit.
- The **Greensmere Golf & Country Club** opening day tournament raised \$2,420 in memory of John Green who passed away in April 2009. The funds were raised in part through the generosity of the Greensmere staff, who donated their gratuities.

UPCOMING FUNDRAISING INITIATIVES IN SUPPORT OF 20-20 CAMPAIGN

- **Indo-Caribbean Cultural Celebration – June 6**
Take part in an evening of cultural entertainment and dance, all in support of the Cancer Centre expansion. This annual event takes place at St. Joseph's Parish Hall – 151 Laurier Ave. E.
- **CIBC BBQ at Ottawa Train Yards – June 13**
CIBC will host a fundraising BBQ at the Ottawa Train Yards, with all proceeds benefiting the 20-20 Campaign. The BBQ will coincide with the grand opening of the new CIBC branch Train Yards location.
- **Experts After Hours – June 22**
Ethos Business Concepts & Experts After Hours are teaming up to raise awareness and funds for the 20-20 Campaign. *Experts After hours* is a tradeshow made up local businesses that are willing to chat & answer questions about their business or industry. For more information call: 613-858-1445.

WORKPLACE CAMPAIGNS

- **IOGEN Corporation** launched its first workplace campaign on May 20 and hopes to raise \$20,000 for the purchase of a centrifuge, a blood analysis device, to be used in the Cancer Centre. The company has agreed to match employee donations dollar for dollar.
- A \$10,000 goal has been set by **Gallium Visual Systems Inc.** to purchase a chemotherapy chair, exam couch and crash cart. Fundraising activities for this workplace campaign include the use of pledge cards, a silent auction, draws, contests and a summer BBQ.
- **NAV CANADA** will launch its second annual workplace campaign in support of the Cancer Centre expansion on June 8. Employees have been given a goal of raising \$50,000, which the company will then match. The campaign will run throughout June and July.
- In early June, employees of **Lockheed Martin** will launch their first-ever workplace campaign in support of the Cancer Centre expansion. The campaign will include several fun outdoor activities on the company's volleyball court.
- Employees of **Canadian Air Transport Security Authority (CATSA)** will be launching their first-ever workplace campaign on June 12th with a goal of raising \$25,000 for new equipment to be used in the expanded Cancer Centre.

ABOUT THE 20-20 CAMPAIGN

The Ottawa Hospital Cancer Centre at the General Campus is undergoing the largest expansion in its history. The 20-20 Campaign is a major fundraising initiative of The Ottawa Hospital Foundation, with a goal of raising \$20 million in 20 months to expand The Ottawa Hospital Cancer Centre at the General Campus.

The expansion of The Ottawa Hospital Cancer Centre is critical. The Ottawa Hospital is the hub of cancer care in our region and this year alone, more than 21,000 patients will rely on its fully integrated outpatient centre for treatment. This represents more than 190,000 patient visits.

For more information or to donate, visit our 20-20 Campaign Web site or call 613-761-4295.

Help us get ready for someone you know

www.ohfoundation.ca

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C A M P A I G N

\$20 million in 20 months
for the expansion of The Ottawa Hospital
Cancer Centre at the General Campus