



“Run in the Peachbud” and support the new Hospital Project X-ray Fundraising Efforts Partners with Tim Hortons Peachbud 10k Race

April 16, 2009, WLMH Foundation Release – The West Lincoln Memorial Hospital Foundation and the local Tim Hortons Peachbud 10k have partnered up to raise money for the new hospital through its capital campaign, Project X-ray.

“This is the 8th year that runners in the Peachbud can support the hospital. With the new hospital on schedule to be built starting in July 2011, this is another easy way for the community to raise money to buy the needed x-ray equipment,” explains Alice Klamer, President of the WLMH Foundation. “I can’t thank Jerry Friesen of Instride Productions and Tim Hortons enough for being our community partners. Each penny raised will go directly to our campaign and that will mean we can purchase the new hospital’s equipment and get it serving the residents of West Niagara in no time.”

“As one of the *Dream Team* in the Peachbud on June 30th, I’m looking forward to running with my friends and neighbours and supporting the new hospital at the same time. We all appreciate the innovative ways the Foundation is reaching out to potential donors and making it easy for them to support the new hospital in raising money for the new imaging equipment,” commented Robert Whitenect, Chairman of the WLMH Board of Directors. Whitenect noted that funds raised to date have allowed the hospital to purchase some of the required new imaging equipment and it is being used in the current hospital. “We’re improving service to patients with the new equipment even before the new hospital is built,” he added.

The Tim Horton’s Peachbud 10k Race is in its 29th year. Jerry Friesen a local entrepreneur in Grimsby has been operating the event for the past 20 years through Instride Productions. “Our goal is to get every runner in this year’s Peachbud to collect pledges to raise money for our new hospital equipment. We’re excited to see all the people coming on board to help us achieve this goal,” explained Paul Stringer, chair of the Project X-ray fundraising campaign. “Most people don’t know that the cost of hospital equipment is not provided by the Government of Ontario so we have to find the money locally to fill our new hospital with this state-of-the-art equipment. Once again we are seeing people like Jerry Friesen in the community and key businesses stepping up to the plate and supporting our new hospital,” he added.

Project X-ray is a \$3.6 million community initiative that is providing the residents of west Niagara with state-of-the-art radiology equipment. The equipment is being purchased for immediate use in the WLMH and will be transferred to the new hospital building upon its completion. “It’s been wonderful to hear how the new imaging equipment we’ve been able to fund so far has been able to speed up the process,” commented Pamela Ellens, Executive Director of the West Lincoln Memorial Hospital Foundation. “Both the doctors and patients have noticed an improvement,” Ellens added.

As of April 2009, over \$1.5 Million has been raised for Project X-ray. Peachbud runners can register to run online at www.instride.ca and can get their pledge forms through the Foundation’s website www.wlmhfoundation.ca on the Peachbud 10k link. More information about Project X-ray can be found on the WLMH Foundation’s website: http://www.wlmhfoundation.ca/project_xray.htm .

**For further information, visit <http://www.wlmhfoundation.ca> or call:
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