



Media Release

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FOR IMMEDIATE RELEASE

Fallen Soldier Honoured at St. Catharines Tree of Lights St. Catharines General Hospital Foundation launches 2009 Holiday Giving Campaign

St. Catharines, ON – The grounds of St. Catharines City Hall will once again be lit, thanks to the Annual “Tree of Lights” Campaign for the St. Catharines General Hospital Foundation that will be launched on Wednesday, November 18th.

Now in its 24th year, the “Tree of Lights” is illuminated through donations made in honour or in memory of someone special. Each year the top strand of lights is dedicated to the memory of those individuals who have made a significant impact to the community. Amongst this year’s honourees is **Warrant Officer Dennis Brown**, a soldier with the Lincoln and Welland Regiment for 21 years, who was killed in Afghanistan this past March. Other honourees include **Lou Cahill**, public relations legend; **John C. Elliott**, pioneer in children’s aid in Niagara; **Dr. Heime Geffen**, dedicated physician and **Bob Grimm**, respected, passionate and courageous businessman.

To help launch this year’s campaign, a community event is planned on **Wednesday, November 18th** in Market Square, Downtown St. Catharines starting at 5pm. Musical entertainment featuring the Niagara Star Singers, St. Ann’s School Choir and the Niagara Regional Police Male Chorus will entertain the crowd. The evening will also include family activities, pictures with Father Christmas, food and holiday cheer. The family of our honourees, along with St. Catharines Mayor Brian McMullan will illuminate the “Tree of Lights” during the official ceremony.

All proceeds from the “Tree of Lights” Campaign will be directed toward the purchase of urgently needed **BiPAP Machines for Respiratory Therapy** at the St. Catharines General Site of the Niagara Health System. With the recent increase in patients experiencing respiratory distress related to the H1N1 virus, **BiPAP Machines** are urgently needed at the General. BiPAP Machines decrease the work of breathing, prevent the need for invasive treatment and decrease the length of a patients hospital stay.

The Tree of Lights campaign began in 1986 as a fundraising initiative of the St. Catharines General Hospital Foundation with proceeds being used to purchase equipment for departments including the Operating Room, Emergency Room, ICU and Paediatrics at the St. Catharines General Site. Over its 23 year history, nearly **\$1.2 million** has been raised.

A special thank you to our Presenting Sponsor the Credit Bureau Services of Canada. The SCGH Foundation would also like to thank Walker Industries, Horizon Utilities, the Downtown Association and the City of St. Catharines for partnering with us for the 24th Annual Tree of Lights.

Brochures for the 2009 TOL Campaign are available at The Pen Centre, Downtown Association, and the lobby of the St. Catharines General site. For more information or to make a donation, please contact the Foundation office at 905-323-FUND (3863) or visit us at www.scghfoundation.com.

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