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## **Collingwood General & Marine Hospital Foundation**

Media Release – For Immediate Distribution  
December 18, 2009

### **Hospital Foundation Tree of Life Campaign Hit by Recession**

Collingwood, ON

The Collingwood General & Marine Hospital Foundation's ([www.cgmhf.com](http://www.cgmhf.com)) annual Tree of Life Campaign is feeling the effects of the recession.

The Campaign which launched in November has a goal of \$375,000 to purchase a variety of surgical equipment. To date, a total of \$277,000 has been raised, significantly less than at the same time last year.

“We are currently running \$48,000 behind where we were last year at this time,” says Jan Trude, Chair of the G&M Hospital Foundation. “What’s really concerning is that we have received 165 fewer donations.”

Funds from the Tree of Life Campaign and the Annual Peak FM Hospital Christmas Draw are needed to purchase critical surgical equipment including pain control pumps, surgical instruments, sterilizing equipment and an operating room management system.

G&M Surgeon, Dr. Michael Lisi explains, “In order to diagnose and treat patients close to home, we need to ensure we’re operating in the most efficient and effective manner. That means we need to increase the number of surgical instruments and other medical technology available in the operating rooms.”

The G&M Hospital largely relies on community support, not the government, to replace or purchase new pieces of equipment. If the Tree of Life Campaign does not reach its goal, the Hospital will be unable to purchase the surgical equipment it needs.

Jory Pritchard-Kerr, Executive Director of the G&M Hospital Foundation says, "There is still time to make a donation to the Tree of Life Campaign and receive a charitable donation receipt for the 2009 tax year. Every gift will help us reach our goal. No gift is too small."

Donations can be made online at the Foundation website at [www.cgmhf.com](http://www.cgmhf.com) or by mail to 459 Hume Street, Collingwood, ON L9Y 1W9 or in person to the Foundation office, located in the lobby of the Hospital.

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