



PRESS RELEASE

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FIRST TOGETHER FOR OUR HEALTH MEGA-RADIOTHON

Campbellton (NB) – The Friends of Healthcare Foundation held last Friday its first Together for OUR Health Mega-Radiothon in partnership with all 3 local radio stations, namely CIMS 103.9/96.7 FM, 95 CKNB and CHRQ 106.9. The event was a huge success. The initial goal of \$27,000 was reached and even largely exceeded, with a total of \$30,515!

Several social clubs from the community and some donors came on the air to present the amounts that they collected through various fundraising activities.

To encourage people to make a donation of \$25 or more, the Restigouche Automobile Dealers Association sponsored not one but two iPad Air 2 tablets that were randomly drawn at the end of the day. The winners of these amazing prizes are Anne Paradis from St-Maure and Sterling Loga from Campbellton. Also, several donors won \$100 gift cards, courtesy of our local Shoppers Drug Mart, Jean Coutu, Familiprix, Atlantic Superstore, Guardian and Walmart pharmacies. Congratulations to our winners!

The success of the Radiothon is due to the work of volunteers, and this is recognized by one of our sponsors, Soup'N Sweets, which provided them with food and beverages throughout the day of the Radiothon.

According to Mr. Jean-Luc Landry, Executive Director of the Foundation, the event was a tremendous success. "I am pleased with the amount of interest generated by our first Radiothon to include all local radio stations and the 9 pharmacies in the region. These are two firsts for our region. Also, this event is made possible thanks to the support of our precious sponsors, and especially the cooperation and generosity from the staff and management of CIMS, CKNB and CHRQ. Finally, I would like to express a special thank-you to the population of Restigouche for their amazing participation."

Mr. Mike Doiron, President of the Radiothon Committee, stated: "The commitment of the generous donors and partners in our community allows us to invest in the continuous improvement of health care and services in our region. I would therefore like to thank them sincerely. I would also like to thank the devoted medical staff who accepted to come on the air to explain in simple terms how the Foundation contributes to maintaining or improving health care in our community."

Finally, it is important to mention the participation of our honorary presidents; Ms. Marie-Line Pitre and Mr. Marshall Button who, despite busy schedules, decided to come on site and serve as co-hosts on the radio. Through their enthusiasm and great sense of humour, they were able to encourage people to give generously. As for Marie-Line, she told listeners that she would agree to take on a considerable challenge if the Radiothon was to raise the amount of \$30,000, which was achieved... Her challenge remains to be determined. Details to follow on our website and Facebook page. A special thank-you to Marie-Line and Marshall for their excellent work and for having played an important part in this endeavour!

**For further information:
Chantal Comeau
760-4117**