

CMH Foundation Invites the Community to “Be part of the Big Picture”

Cambridge, ON (July 13, 2009) – Residents of Cambridge and North Dumfries will receive an insert in their next hydro bill asking them to donate towards a new ultrasound at Cambridge Memorial Hospital. The ultrasound is desperately needed to alleviate the current 6-week waiting time for non-emergency cases.

Cambridge Memorial Hospital performed almost 15-thousand diagnostic ultrasounds in 2008. Ultrasounds are commonly used in pre-natal exams, but physicians also use them to diagnose and monitor various heart conditions, detect blood clots including aneurysms, monitor and evaluate various organs including, the stomach, liver, gallbladder, pancreas, bladder, and for musculoskeletal injuries which include soft tissue injuries, sprains and strains of the back, shoulders, knees and wrist.

Ingrid Town, Executive Director of the Cambridge Memorial Hospital Foundation, says the idea for the new campaign resulted from conversations with current donors, “many people in the community have suggested that if everyone gave even ten dollars, our Foundation would be able to equip the hospital - on a regular basis - with the latest technology.” The cost of a new ultrasound is \$250,000.

The campaign “Be part of the Big Picture” includes a contest with several great prizes including a Blackberry Bold and Blackberry Pearl donated by RIM, Blackshop gift certificates, a ladies Gucci watch from Raffi Jewellers, a Deer Ridge round for three with a golf pro, and gift certificates from Langdon Hall. Everyone who donates will be entered in the contest. People can also enter by visiting www.cmhfoundation.ca and clicking on the Big Picture contest icon.

Ms Town says the local business community has been very supportive and wanted to highlight one business in particular - Milestone Integrated Marketing in Cambridge who donated their time, services, and extensive expertise on all campaign materials.

The Cambridge Memorial Hospital Foundation is a registered public charitable foundation that raises funds for medical equipment, infrastructure and continuing education at Cambridge Memorial Hospital. Our acute care hospital serves patients from Cambridge, North Dumfries, Doon, Deer Ridge, and the surrounding communities.

For further information, please contact:

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Cambridge Memorial Hospital is in desperate need of a new Ultrasound.

If everyone gives just a little, it will help CMH provide better care for you, your family, and the entire community. With your donation, you become part of "the big picture", while giving yourself a chance to WIN some really great prizes!

You can donate online at www.cmhfoundation.ca or by completing the mail-in form to the right. Either way, you will be entered for your chance to win!



FOR MORE PRIZING DETAILS, VISIT OUR WEBSITE.

Yes, I want to become part of the big picture!

Here is my gift of: \$10 \$30 \$50 \$100 Other \$ _____

I have enclosed my cheque payable to The Cambridge Memorial Hospital Foundation

Sponsored by: MILESTONE INTEGRATED MARKETING

Name _____
 Address _____
 City/Prov _____ Postal Code _____
 Email address _____

I prefer to use my: VISA MasterCard AMERICAN EXPRESS
 CARD NO. _____ EXPIRY _____

SIGNATURE _____

NAME ON CARD _____
 *No donation necessary to enter. For contest details go to www.cmhfoundation.ca

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