



INAUGURAL ALL STATIONS RADIO-THON A SUCCESS

Working together, all local radio stations proved team work can make a difference for local health care.

FOR IMMEDIATE RELEASE

Wednesday March 31, 2010

Fort McMurray, AB – Yesterday the Northern Lights Health Foundation together with Country 93.3, KAOS 91.1, 100.5 KROCK, Mix 103.7 and Rock 97.9 brought Fort McMurray the inaugural radio-thon for local health care. The radio stations brought their programming to the health centre lobby for thirteen hours in an effort to share patient, staff and doctor's stories to raise funds for the Operation Miracle campaign. In the end \$305,000 was raised over the last four days which brings the total for the campaign to \$735,000.

"We are really proud of the fact that for the first time all our local radio stations came together to work on this joint health care project" stated Susanne Chaffey, Executive Director for the Northern Lights Health Foundation. "We are even more proud of the results of all the work that went into the event. Hearing patients and nurses and doctors all sharing their experiences at the health centre was truly moving."

Patient stories ranged from the birth of twins, to battling cancer, speech and language services and general praise for the staff and doctors at the Northern Lights Regional Health Centre. Throughout the day listeners were challenged to make donations towards the Operation Miracle campaign; they could make their gift by calling in to a special number, visiting the Foundation's website, or coming to the health centre.

The Operating Rooms at the Northern Lights Regional Health Centre are busy places that provide comprehensive care to patients who suffer from illnesses ranging from ulcers and motility problems, to cancer and liver disease, to mothers requiring Caesarean delivery. Operation Miracle is dedicated to raising funds to support the purchase of the most up-to-date anesthetic equipment to ensure our medical professionals have the best tools to provide quality care to our young and old alike.

Established in 1985, the Northern Lights Health Foundation exists to provide funds to support Alberta Health Services within the Regional Municipality of Wood Buffalo. Health care here. For you. For us.

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