



MEDIA RELEASE

For Immediate Release

BMO Donates \$400,000 to the Give from the Heart cardiac campaign

October 13, 2009, St. John's, NL - A \$400,000 gift announced today by BMO, will provide important support to the Health Care Foundation's ***Give from the Heart*** cardiac campaign.

"BMO has taken a strong leadership role in announcing a major corporate gift to this campaign, says Paul Snow, President and Chief Development Officer of the Health Care Foundation. "Our goal is to purchase leading-edge equipment and technology for Eastern Health's Cardiac Care Program, and BMO's generous gift will help make a difference to so many cardiac care patients."

The ***Give from the Heart*** campaign was officially launched on June 29, 2009, with a goal of raising \$10 million to purchase equipment and technology for Eastern Health's Cardiac Care Program, which is the provincial referral centre for all cardiac surgery, as well as invasive cardiac diagnostic and interventional procedures.

"At BMO, we believe that by building stronger communities, by investing in the neighbourhoods, cities and towns where we work and live - we can provide real social benefits and help make a difference," says Janet Peddigrew, Vice-president, BMO Bank of Montreal, Newfoundland & Labrador. "Health care has always been a priority for BMO Financial Group. We realized the tremendous demands on the cardiac care program in the province and wanted to assist the ***Give from the Heart*** campaign."

Newfoundland and Labrador has the highest incidence of cardiovascular disease in Canada, making Eastern Health's Cardiac Care Program one of the most utilized services in our province's health care system. In an average year, it will perform approximately 700 surgeries, conduct more than 6,000 stress tests and 60,000 ECGs, and perform more than 4,000 procedures in the Cardiac Catheterization Laboratory (such as pacemaker implants and balloon angioplasties). It is truly a provincial program as more than 60% of its patients originate from outside the city of St. John's.

BMO Bank of Montreal, Canada's first bank, opened for business on November 3, 1817. It provided Canada's first sound and plentiful currency and has played a major and continuing role in the development of the country. Today it is one of Canada's pre-eminent financial institutions and a significant presence in United States and world markets. In 2008, BMO committed \$5.4 million to medical research and treatment, and to organizations promoting wellness at both the national and local levels across Canada.

The Health Care Foundation, formed in 2002, is the official fundraising body for the adult acute care hospitals in the greater St. John's area. A registered charitable organization, governed by a volunteer board of directors, the Health Care Foundation raises funds to purchase vital medical equipment and technology, and funds health research and education.

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