



MEDIA RELEASE

For Immediate Release

RBC donates \$200,000 to the *Give from the Heart* campaign

October 12, 2011, St. John's, NL – Support for the *Give from the Heart* campaign continues as RBC announced a financial contribution of \$200,000 towards the campaign today. “We are very pleased that RBC has come on board to support this campaign and thanks to the generous support from partners like RBC we have one of the best cardiac care programs in the country,” said Mr. Frank Fagan, Chair Board of Directors, Health Care Foundation.

“At RBC we have a tradition of philanthropy that dates back to our roots and we are very pleased to serve the communities in which we operate,” said Mr. Sean Munro, Vice President Newfoundland and Labrador, RBC.

“Cardiac disease touches the lives of families in communities across this province,” said Mr. Munro. “We are delighted to make this donation in support of 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 the province's health care system. The goal is to open three new Cardiac Catheterization Labs (Cath Labs) that will, in an average year, perform more than 4000 procedures, including 2700 Cardiac Catheterizations, 800 Coronary Angioplasties, 280 Pacemaker Implants, and 100 Cardiac Defibrillators and 150 Electrophysiology Procedures.

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, and invasive cardiac diagnostic and interventional procedures. To date the Health Care Foundation has raised a total of \$ 9.5 million.

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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 and specialized care for all of Newfoundland and Labrador. 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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