



FOR IMMEDIATE RELEASE

February 16, 2011

Ennis – Kicks it Up for Cardiac Care

New fundraiser announced to support cardiac care programs

St. John's, NL – Cardiac disease is the leading cause of death among Canadian women. In our province experts say that one in three of residents will be affected by the disease. The Health Care Foundation is nearing completion of a very successful capital campaign to raise \$ 10 million to improve cardiac care services. The *Give from the Heart* campaign has been very successful and has raised in excess of \$ 8 million to date.

Kick up Your Heels for Cardiac Care is an opportunity for everyone to support this great cause. Over a dozen retailers in the St. John's area have taken the red shoes to sell in their stores and with the purchase of a red paper shoe a person's name is entered to win a pair of Prada shoes. "We are extremely excited that Ennis has come on board to support this fundraising project," said Paul Snow, President and CEO Health Care Foundation. "When we approached Karen and Maureen they jumped at the chance to help raise money for cardiac care," he said.

"We lost our Grandmother to a sudden heart attack", said Karen Ennis, spokesperson. "We know how hard this can be for families and we've seen other family members struggle with the disease. When the Health Care Foundation approached us to help them promote the cardiac care campaign and to raise money and awareness of cardiac disease we knew we had to say yes. *Kick Up Your Heels for Cardiac Care* is an amazing project and we are thrilled to be a part of it. We encourage everyone to get out there and purchase your red shoe," she said.

Funds raised through *Kick Up Your Heels for Cardiac Care* will support The *Give from the Heart* Capital Campaign that will purchase leading-edge equipment and technology for Eastern Health's Cardiac Care Program.

The Health Care Foundation is a registered charitable organization, established to support the adult hospitals of St. John's. All fundraising goes towards the purchase of vital medical equipment and technology, to enhance patient care and comfort, and to fund health research and education. Your support benefits the patients of St. Clare's Mercy Hospital, General Hospital, Dr. Leonard A. Miller Centre, Waterford Hospital and the Dr. Walter Templeman Health Centre (Bell Island). These hospitals provide crucial health care services for people all across Newfoundland and Labrador.

Media Contact

Sonya Smith
Manager Annual & Planned Giving
Health Care Foundation
Tel: (709) 777-5901
Cell: (709) 697-1469
Sonya.smith@healthcarefoundation.ca
www.healthcarefoundation.ca

Mark.W.Murphy
MoeMarx Music.
St John's NL Canada.
O(709) 722-5031
C (709) 728-9480
<http://www.sonicbids.com/Ennis>
www.ennismusic.com