



NEWS RELEASE

CVH Foundation Wins Big at HCPRA Hygeia Awards

April 23, 2010--Mississauga, ON: The Credit Valley Hospital Foundation won two first place Hygeia Awards from the Health Care Public Relations Association (HCPRA) for best website and best special purpose communication – fundraising.

The national Hygeia Awards are presented annually by the Health Care Public Relations Association (HCPRA) to recognize overall excellence in health care communications and honour outstanding accomplishments across Canada. Eight awards were presented in Toronto at the Association of Healthcare Philanthropy/ Health Care Public Relations Association's annual conference on April 19th.

The Foundation's campaign website www.lifetimeofcare.ca received accolades for its visual equipment catalogue, construction slideshow, patient testimonials, and donor recognition section. The "Help Credit Valley Grow" print advertising strategy was recognized for its emotionally charged creative visual and clear messages.

"I am delighted our efforts to educate and inspire the community to support Credit Valley's hospital expansion have been honoured," says Suzanne Hallsworth, Director of Marketing and Communications.

The Lifetime of Care \$45 million campaign will help build and equip Credit Valley's current 270,000 square foot expansion. The Foundation has raised \$26 million to date and is now turning to the community to help ensure an even brighter future for health care at Credit Valley. While the government will pay for 90% of construction costs the support of the entire community is needed to fund the remaining building costs plus 100% of all new equipment. The website, www.lifetimeofcare.ca gives donors the option of purchasing a brick for \$50 to support the building fund or purchase a piece of equipment to support the equipment fund.

The Credit Valley Hospital Foundation partnered with [Cundari](#) for the winning creative advertising piece and [Unxvision](#) for the website. For a list of winners and more information on the Hygia awards, visit

http://www.hcpa.org/en/PastHygeiaWinners?mid=ct100_MainMenu_ct100_TheMenu-menulitem007-subMenu-menulitem002

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