



## **1<sup>st</sup> Chinese-Canadian Telethon/Radiothon raises over \$220,000 for MRI!**

On Saturday (November 22), the Richmond Hospital Foundation held its 1<sup>st</sup> Chinese-Canadian Telethon / Radiothon. Broadcasted through Fairchild Radio AM1470, AM1320 CHMB and Fairchild Television. We raised over \$220,000 net in support of the MRI Campaign.

Chinese-Canadian Telethon / Radiothon is organized by The Richmond Hospital Foundation with the support of caring members of the Chinese-Canadian community and is the result of months of hard work by the community's individuals and corporations.

Promotion started in October with a series radio and television interviews showcasing the Richmond Hospital and the work of the Foundation, we were all so excited and could hardly wait for the big event day.

On November 22 at 9:00 am, volunteers were waiting eagerly at the phone center for phone calls. With live radio interviews in the morning, the telethon programs at night, and on top of that, all day and night, the radio continued to promote - the phones continued to ring and ring – non-stop – from 9 am through to midnight.

The day was filled with programs showcasing Richmond Hospital. Doctors talked about the amazing jobs they have and benefits of MRI. Patients and their families willingly shared their stories about their experience with Richmond Hospital.

“We are thrilled with the continuous support of the community and the tremendous encouragement of donors. This is our first Telethon / Radiothon. We are very excited to learn that callers from Ontario, Alberta and British Columbia understand the importance of health, and are willing to share this gift with the community. It is just amazing,” said Lisa Westermarck, Executive Director, Richmond Hospital Foundation.

Funds raised from the event go directly to the MRI Campaign, which is the Richmond Hospital Foundation's largest campaign to date - and achieved 90% of its goal - with over \$3.8 million of the \$4 million required already raised.

Hosting the Telethon / Radiothon is one of the many ways The Richmond Hospital Foundation works to raise funds to purchase and upgrade vital medical equipment, support programs, and improvement to facilities.

Since 1987, the Foundation has raised over \$28 million through the support of donors large and small. Today, the Foundation funds over 75% of all newly purchased medical equipment at Richmond Hospital.