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2nd Chinese-Canadian Telethon/Radiothon raises over \$230,000 for Emergency!

On November 14 (Saturday), Richmond Hospital Foundation held its 2nd Chinese-Canadian Telethon / Radiothon. Broadcasted through Fairchild Radio AM1470, AM1320 CHMB, Talentvision and Fairchild Television. We raised over \$230,000 net in support of the Richmond Hospital's Emergency Campaign.

Chinese-Canadian Telethon / Radiothon is organized by 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. Promotion booths were also set at Yaohan Centre, Lansdowne Centre and Aberdeen Centre. We were all so excited and could hardly wait for the big event day.

On November 14 at 8:00 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 radios continued to promote – callers from Ontario, Albert and British Columbia continued to call – from 8 am through to midnight.

The day was filled with programs showcasing Richmond Hospital. Doctors talked about the amazing jobs they have, and challenges they faced. Grateful 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 second Telethon / Radiothon. We are very excited to learn that our donors understand the importance of health, and are willing to share this gift with the community. It is just amazing,” said Lisa Westermarck, Chief Executive Officer, Richmond Hospital Foundation.

Funds raised from the event go directly to the Emergency Campaign. Our new Emergency will truly impact the lives of patients and their families. Originally designed to facilitate 32,000 visits annually, we are projecting 48,000 visits this year, and the number continues to grow. Richmond Hospital Foundation will supplement the government funding to provide Emergency with new and upgraded equipment. New technologies will improve efficiency and increase productivity that will ultimately lead to better, faster patient care. In the hands of our caring doctors and nurses, new equipment saves lives and improves the quality of life for all our patients.

Since 1987, the Foundation has raised over \$33 million through the support of donors large and small. Today, the Foundation funds over 85% of all newly purchased medical equipment at Richmond Hospital.