

January 16, 2015

Larche Communications announces third pledge to RVH

Immediately after completing their second \$500,000 pledge to Royal Victoria Regional Health Centre (RVH), Larche Communications Inc. (LCI) announced they are making yet another commitment to the health centre. In their latest and third \$500,000 pledge, known as Radio for Cardiology, LCI will help equip a cardiac catheterization lab as part of a future advanced cardiac care program at RVH. As the parent company of KICX 106 and 104.1 The Dock, LCI will enlist both radio stations to help fundraise across the region.

"We have always prided ourselves on giving back to the communities we serve," says Paul Larche, president, LCI. "Both KICX 106 and The Dock have a phenomenal family of listeners, community groups, advertisers and partners who support our endeavours wholeheartedly - whether it be our concerts at Casino Rama or our annual Radiothon. We would never have been able to fulfill our previous pledges if not for them. They believe in the importance of improving healthcare for all residents of Simcoe and Muskoka and we feel the same. We're fortunate to have a wide-reaching medium like radio to relay the importance of expanding cardiac services for patients."

North Simcoe Muskoka is the only region in the province without advanced cardiac services. As a result, every year more than 3,500 heart patients must travel to centres outside the region for lifesaving cardiac care. The development of an advanced cardiac care program will have a significant impact on bringing cardiac care close to home for residents. The services RVH will provide, in partnership with Southlake Regional Health Centre, include cardiac diagnostics and interventions such as coronary angiogram and angioplasty, giving patients access to faster treatment, a shorter hospital stay and less travel time.

"RVH's relationship with Larche Communications, is building into quite a tradition of which we're thrilled to be a part," says Janice Skot, president and CEO. "From their first pledge to the health centre in 2008, to completing their second pledge and turning right around and announcing Radio for Cardiology, RVH is truly fortunate to have them as great partners in bringing care close to home. Larche Communications and RVH have a new shared goal - to bring advanced cardiac care to our health centre - and we look forward to doing this together."

History of LCI's support for RVH:

- 2008 – 2011: Radio for Radiation – pledge helped purchase a new Interventional Radiology suite in RVH's expanded Imaging department (opened in 2012)
- 2011 – 2015: Radio for Radiology – pledge supported the purchase a CT Simulator for radiation treatment planning in the Simcoe Muskoka Regional Cancer Centre at RVH
- 2015 – 2018: Radio for Cardiology – pledge will help equip a cardiac catheterization lab as part of RVH's future advanced cardiac care program

With RVH's \$450 million expansion complete, the health centre is focused on continuing to bring specialized programs closer to home, including advanced heart care, child mental health and women's cancer services, while expanding clinical research. RVH relies 100 per cent on the generosity of donors to fund new equipment that ensures safe, high quality care.

Cutline (applies to both photos): Larche Communications Inc. (LCI) celebrates the completion of their \$500,000 Radio for Radiation pledge to Royal Victoria Regional Health Centre (RVH) and in an incredible show of support, have announced a new pledge, their third since 2008. The new pledge – Radio for Cardiology – will help equip a cardiac catheterization lab as part of a future advanced cardiac care program at RVH. From left - Dr. Farrukh Hussain, cardiologist, RVH; Janice Skot, president and CEO, RVH; Paul Larche, president, LCI; Lawrence Larche; Arlette Utton, chair, RVH Foundation Board of Directors; Dr. Christiaan Stevens, radiation oncologist and clinical director, Simcoe Muskoka Regional Cancer Centre.

About Larche Communications Inc.

Larche Communications Inc. (LCI) is a Canadian media company, which currently operates four radio stations in the province of Ontario. Based in Midland, the company began in 1996. LCI's stations include 104.1 The Dock (Simcoe County), KICX 106 (Simcoe County), 92.3 The Dock (Owen Sound) and KICX 91.7 (Sudbury).

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