

December 2, 2013

## Angels in the lobby at RVH

The Heart of Business launched its annual *Angel Tree* campaign on December 2 at Royal Victoria Regional Health Centre (RVH) to raise funds for the Simcoe Muskoka Regional Cancer Centre (SMRCC) in conjunction with Larche Communication's Radio for Radiation (R4R) campaign.

The official ceremony was marked by the placement of the first two angels on the beautifully decorated tree in RVH's Main Entrance. The angels were placed by Janice Skot, RVH president and CEO, in memory of her mother Terry O'Brien, and Tracey Firth, from RVH's Breast Imaging department, in memory of her daughter Sarah.

"The holidays can be a difficult time for people especially if they have lost someone they love. The *Angel Tree* campaign is a beautiful way to remember those people, while at the same time supporting the important work of the Simcoe Muskoka Regional Cancer Centre," says Skot. "Paul and Lawrence Larche are such good friends of RVH and through their Radio for Radiation (R4R) campaign have helped bring specialized care to this region."

RVH invites patients, visitors, physicians and volunteers to honour a friend or loved one this holiday season by supporting the *Angel Tree* campaign. The angels are purchased for a minimum donation of \$10 from the RVH Foundation, located in the main entrance next to Café Royale. Angels can be placed on the tree in memory of a loved one who has passed away or in honour of someone undergoing treatment. Each angel has a tag on which to write a name or a short message.

The *Angel Tree* campaign, founded by Brenda Stanley owner of The Heart of Business, currently has 14 trees located throughout Simcoe County including the communities of Barrie, Stayner, Midland, Elmvale, Midhurst, Orillia, and Phelpston. The Heart of Business has purchased 1,000 angels to be sold throughout Simcoe County.

This will be the second year that RVH has hosted an *Angel Tree*. In 2012, more than 100 angels were attached to the Angel Tree in the RVH Main Entrance raising approximately \$2,000. The 2013 goal is to raise \$10,000 for the RVH Foundation in support of the R4R campaign. This goal is supported by the Springwater Rotary Club who will be donating proceeds from the 2013 holiday gala to this initiative.

The Heart of Business has developed a webpage for more information and to support this initiative [www.angeltree.ca](http://www.angeltree.ca)

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