

January 31, 2014

## M\*A\*S\*H Bash still a smash after 27 years

Royal Victoria Regional Health Centre (RVH) was the victor today as its 27<sup>th</sup> annual M\*A\*S\*H Bash ski and snowboard day was a phenomenal success. The proceeds from today's event – approximately \$15,000 as of Friday afternoon (3:00 p.m.) – support the expansion of services at RVH, including child and youth mental health and advanced cardiac care programs.

This year's M\*A\*S\*H Bash, held at Snow Valley Ski Resort, was a fun-filled day of wacky on-hill events, attractions, live music, giveaways, as well as great skiing and boarding. Snow Valley generously donated the entire day's lift ticket proceeds to the health centre.

Over the past 27 years, M\*A\*S\*H Bash has raised more than \$450,000 for RVH and patient care.

Other highlights included sponsors and media partners organizing activities at the base of the hill. There was the Grenade Launch by InFocus Appraisals and Re/max, the Matchup Minefield by Rock 95 and 107.5 Kool FM, Minute to Win It by 104.1 The Dock FM, and the Commando Challenge by KICX 106. Of course, some of the biggest laughs were reserved for participants of the infamous and ever-popular Bedpan Races, put on by B101 and Chay Today @93.1fm.

The media/celebrity bedpan race winner was Rob Tomkinson from B101. He managed to beat out competitors from local media outlets around the region, including Meg Whitton from 104.1 The Dock FM who finished second. The mascot from Georgian College, Growler the Grizzly Bear, flattened the competition to win the mascot bedpan race.

"The Rick Robichaud Band" rocked the back patio with an outdoor concert sponsored by Rock 95 and 107.5 Kool FM, while DooDoo the Clown kept the crowd laughing all day.

M\*A\*S\*H\* Bash is made possible with the loyal support of Snow Valley Ski Resort, Pepsi Bottling Group, Primerica Financial Services, the *Barrie Advance*, Re/Max Chay Barrie, InFocus Appraisals, B101, CHAY Today @ 93.1fm, Life 100.3, Rock 95, Kool FM, KICX 106 FM and 104.1 The Dock FM.

Cutline (photo attached): Special guests gathered at Snow Valley Ski Resort to celebrate the 27<sup>th</sup> anniversary of M\*A\*S\*H Bash which raised approximately \$15,000 (as of 3:00 p.m.) in support of Royal Victoria Regional Health Centre (RVH). From left: John Ball, general manager, Snow Valley Ski Resort; Arlette Utton, chair, RVH Foundation Board of Directors; Bud the Dog, mascot, Snow Valley Ski Resort; Janice Skot, president and CEO, RVH; Peter Hanney, assistant general manager, Snow Valley Ski Resort; and Rob Hall, vice chair, RVH Board of Directors.

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### About RVH:

RVH is a regional health centre in Barrie, Ontario, located 80 kilometres north of Toronto. As the largest hospital in the region of Simcoe Muskoka, RVH's team of over 350 physicians, 2,500 employees and 1,000 volunteers provides exceptional care and specialty services to almost half a million residents, including cancer care, stroke services, orthopaedics, intensive care, mental health and interventional radiology. RVH is focused on delivering high-quality, safe care that puts patients and their families first. For more information visit [www.rvh.on.ca](http://www.rvh.on.ca)