

**For Immediate Release**

November 2, 2009

Carleton Place & District Memorial Hospital Foundation  
Carleton Place, ON

**Town of Carleton Place concludes *Help Improve Tomorrow Today!* campaign**

The Carleton Place & District Memorial Hospital (CPDMH) Foundation is pleased to announce that the Town of Carleton Place has concluded its pledge to the *Help Improve Tomorrow Today!* campaign. The Town committed \$286,000 to the \$1.5 million campaign and recently gave its final pledge of \$36,000 to the CPDMH Foundation.



“When the Town came forward with their pledge to the campaign, it was a huge boost to our fundraising efforts and helped us realize that it was possible to reach our campaign goal”, stated Norma Hamilton, President of the CPDMH Foundation. “With this recent gift from the Town, we can now say that the *Help Improve Tomorrow Today!* campaign is officially over and a total of \$1,764,865.29 was raised for new equipment within the hospital.”

*With a cheque representing the conclusion of the Town of Carleton Place’s pledge to the Help Improve Tomorrow Today! campaign are (back row, from l-r) Councillor Denis Burn; Paul Knowles, CAO; Mayor Paul Dulmage; Councillor Gerald Kirby; Duncan Rogers, Town Clerk; (front row, from l-r) Phil Hogan, Town Treasurer; Deputy Mayor Ed Sonnenburg; Norma Hamilton, President of the CPDMH Foundation; Councillor Wendy LeBlanc; Councillor Jerry Flynn; and Councillor Louis Antonakos. The Help Improve Tomorrow Today! campaign was officially launched in May 2004 and raised \$1,764,865.29 for new equipment within CPDMH.*

Officially launched in May 2004, the *Help Improve Tomorrow Today!* campaign was organized by the CPDMH Foundation to raise \$1.5 million for new medical equipment, including a new x-ray machine. The campaign encouraged pledges over a three year period however some individuals and organizations, like the Town of Carleton Place, decided to extend their pledge period to 4 or 5 years.

“The *Help Improve Tomorrow Today!* campaign made a huge impact on the hospital and we are extremely grateful to everyone who made this fundraising drive an overwhelming success,” continued Mrs. Hamilton.

The campaign’s list of needed equipment was developed with input from medical staff, senior hospital staff and involved an assessment of patient needs. Some of the items purchased by the *Help Improve Tomorrow Today!* campaign include:

- |                                  |  |
|----------------------------------|--|
| § An X-Ray Machine               | § 2 Crash Carts  |
| § 13 Beds for the Inpatient Unit | § A Traction Bed                                       |
| § 4 Stretchers                   | § A Cardiac Monitoring System                          |
| § 5 Blood Pressure Machines      | § A Picture Archiving and Communications System (PACS) |
| § An Ultrasound Machine          |  |
| § A Defibrillator                |  |

**Contact:** Chantelle Troy, Manager/Community Relations Officer 613-257-2200 ext 856  
e-mail: [ctroy@carletonplacehosp.com](mailto:ctroy@carletonplacehosp.com)