

For Immediate Release

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Carleton Place & District Memorial Hospital Foundation
Carleton Place, ON

Heritage Fitness helps raise \$8000 for Carleton Place Hospital in a month

The Carleton Place & District Memorial Hospital (CPDMH) Foundation is thrilled to announce that the Heritage Community Fitness Centre has helped raise nearly \$8,000 from March 8 – April 7 for a new tourniquet machine for the hospital's operating room. In addition to the funds recently raised, Heritage Fitness also donated \$2,000 to the hospital in September 2007 for a new stress testing treadmill.

"This is an amazing accomplishment and I'm blown away by the generosity of Heritage Fitness", said Sylvie Powell, CPDMH Foundation President. "I can't thank Kevin and his team enough for their support and ongoing commitment to our hospital."



Presenting the proceeds from the Girls Night in are Casey Caswell, Director of Programs and Services, Redeana Villeneuve, Business Manager, Jennifer Hicks, Personal Trainer, Allison Frodsham, Student Placement and Doreen French, Customer Service Representative.

The funds were raised through a couple events held in March and April with the first being *Girls Night In*. The event, held on March 8 in celebration of International Women's Day, raised \$500 and provided women with a comfortable environment to learn more on current health trends. Some of the evenings activities included a women's health seminar, risqué dance-aerobics, bra-fitting, and meditation.

"We were pleasantly surprised with the response we received to our *Girls Night In*", stated Casey Caswell, Director of Programs and Services for Heritage Fitness. "It happened on a very snowy night but most everyone showed up and we had a great time."

The additional funds were raised during the 1st Annual Get Active! Community Fitness Challenge held on April 1 to celebrate the first anniversary of Heritage Fitness. The event raised \$4,402.50 for the Hospital and as an added bonus, Heritage Fitness also donated a portion of new memberships and membership renewals collected during the first week of April to the event. At the end of the week, a total of \$3,000 was raised and donated to the Foundation, bringing the total raised from the fitness challenge to \$7,402.50.

“When we opened our doors a little over a year ago, we decided to make the hospital our charity of choice. We are very pleased to see that we have been able to honour that decision by helping to raise \$10,000 for the hospital in our first year of business,” stated Kevin Price. “On behalf of my team I would like to thank the community for their positive response to our facility and for giving us a great first year.”

In April 2008, Heritage Fitness will break ground on a 2,000 square foot expansion to accommodate larger group fitness classes, functional training equipment and speciality instruction. The project will also allow for a larger child care area and additional space for the *Townend Sports Medicine* clinic located within the facility. For more information on Heritage Fitness and its programs and services please visit <http://heritagefitness.ca>.



Presenting the donation from Heritage Fitness's membership renewals are Redeana Villeneuve, Business Manager, Jennifer Hicks, Personal Trainer, Jenny Andress, Personal Trainer and Casey Carswell, Director of Programs and Services.

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