

Niagara Health Foundation Announces the Return of Celebration of Lights Holiday Fundraising Campaign Supported by Alectra Inc.

Niagara Region, November 15, 2023 — The Niagara Health Foundation is delighted to announce the much-anticipated return of the *Celebration of Lights* holiday fundraising campaign, an initiative that aims to spread hope and support local healthcare during the festive season. The campaign has raised over \$1.4 million since 2014 and is proudly sponsored by Alectra Inc. serving as the key corporate sponsor for this heartwarming endeavor.

The theme for Celebration of Lights is "Celebrate Recovery, Support Healing, Honour Someone Special," encapsulating the spirit of the holidays and the Foundation's dedication to patient well-being across Niagara's hospitals. Donations will provide vital support and comfort to those spending the holidays in the hospital, while also offering a meaningful way to honor and remember loved ones.

The *Celebration of Lights* campaign runs from November 13th to January 7th, and donations can be made at www.LightsForHealth.com. Contributions of \$50 or more will be showcased at various Niagara Health sites across the region with personalized paper holiday bulbs with a name or message displayed. Donors will be able to have their bulbs displayed at the Niagara Health site of their choice.

At the heart of this year's campaign is the touching story of Ashley and her baby, Charley. Ashley's visit to St. Catharines hospital for a scheduled C-section turned into an unexpected journey when Charley was immediately taken to the Neonatal Intensive Care Unit (NICU) due to breathing difficulties upon birth. Ashley says "I have nothing but great things to say about the NICU. They have amazing resources and such specialized equipment, which was critical for Charley and his care. Everybody on the NICU team was so good to us, and they were good to Charley."

This powerful story serves as a reminder of the critical care and support provided by Niagara Health's dedicated teams.

The Celebration of Lights will also feature ceremonial tree lightings at significant locations across Niagara, including Niagara Falls, Welland, St. Catharines and the Niagara Regional Headquarters. The event dates are:

- **Niagara Falls:** November 18 - 5:00pm - City Hall
- **St. Catharines:** November 20 - 5:30pm - City Hall
- **Welland:** November 25 - 5:00pm - City Hall
- **Niagara Region:** December 7 - 5:30pm - Niagara Region HQ

"The *Celebration of Lights* campaign symbolizes our community's unity in supporting those in need, especially during the holiday season. Every donation is a beacon of hope and healing for patients at our hospitals." - **Andrea Scott, President & CEO, Niagara Health Foundation**

"I want to express my sincere thanks to the community for its support of this important campaign, which will ensure our teams at Niagara Health have the equipment they need to care for our families, friends and neighbours. Our teams work so hard to care for the people of the Niagara region and your help in

making sure they have the tools to do that truly is a gift." – **Lynn Guerrirero, President and CEO, Niagara Health**

"Lighting up Christmas trees around our Region is a symbolic way to say thank you to the amazing staff at Niagara Health and to remind us that caring for our loved ones involves the entire community. We appreciate your donations toward the Celebration of Lights Campaign and when we all look around and see the twinkling trees this holiday season, we can be encouraged by the incredible support for excellent health care throughout Niagara." - **Mayor Jim Diodati, Niagara Falls**

"The City of St. Catharines is excited to partner with the Niagara Health Foundation to light up the tree at City Hall for the Celebration of Lights. As we kick off the holiday season, this is an incredible opportunity to recognize the amazing work by all the staff at the Niagara Health System, who are tirelessly contributing to the physical, mental, and emotional well-being of the people in our communities. I am honoured to be part of the tradition to flip the switch to launch the 2023 campaign, and I encourage Niagara residents to consider donating to light a holiday bulb and ensure that our friends, family, and loved ones will have access to excellent healthcare, close to home." - **Mayor Mat Siscoe, City of St. Catharines**

"The City of Welland is excited to partner with the Niagara Health Foundation in celebrating the 2023 Celebration of Lights Holiday Campaign in support of Niagara Health. On behalf of myself and Council, thank you to the Niagara Health Foundation, Alectra Inc. and all the generous donors. You are making a difference in the diagnosis, treatment, and care of those in need in our community and the entire Niagara Region." – **Mayor Frank Campion, City of Welland.**

"On behalf of Regional Council, I am pleased to once again be taking part in the Niagara Health Foundation's annual Celebration of Lights Campaign. The foundation plays an important role in Niagara, providing funding for the equipment, programs and projects that Niagara's residents rely on when they have to visit the hospital. This year, I encourage residents to not only participate in the lighting ceremony, but also to consider supporting the Celebration of Lights Campaign should they have the means to do so." – **Regional Chair Jim Bradley, Niagara Region**

"On behalf of Alectra, I am honoured to be a part of this year's Celebration of Lights. For the past seven years, Alectra has proudly supported this incredible initiative raising vital healthcare funds for Niagara Health. As we illuminate the city, we shine a spotlight on our remarkable frontline workers, acknowledging their selfless dedication to protect us and our community." - **Brian Bentz, President and CEO, Alectra Inc.**

For further information about the Celebration of Lights, the tree lighting ceremonies or to contribute to this heartwarming cause, please contact Franziska Emslie, Annual Giving Develop Officer, Niagara Health Foundation (Franziska.Emslie@niagarahealth.on.ca) or visit www.LightsForHealth.com.

For Media Inquiries, please contact: Chris Green, Director of Communications, Marketing & Community Engagement, (Chris.Green@niagarahealth.on.ca).

About Niagara Health Foundation:

The Niagara Health Foundation is dedicated to raising funds to support Niagara Health. Through partnerships, community engagement, and philanthropic support, the Foundation aims to ensure the team at Niagara Health has the equipment, programs, research, education and facilities it needs to deliver excellent healthcare across Niagara. For more information, visit www.NiagaraHealthFoundation.com.