



Media Release

December 6, 2007

Angel alert!

Every time a bell rings, an angel gets his wings – Zuzu Bailey, It's a Wonderful Life

Next week, from **7:30 - 9 a.m. Tues.-Thurs., Dec. 11-13**, Misericordia's angel squad – replete with gowns, wings and halos – will be taking over the Maryland Bridge encouraging motorists to become angels by helping light up our 12th Annual Care Tree.

Actually, this year it is trees. Plural. Rather than setting up a tree in front of Misericordia, we decided to "go green" and ask the city of Winnipeg if we could decorate the trees dotting the river's edge below the Maryland Bridge.

"They're kind of Charlie Brown trees," says Kevin Hunter, Misericordia Health Centre Foundation's Executive Director, "but they're totally in keeping with the benevolent spirit of the Misericordia sisters."

For every \$10 donated, an LED light will be placed on one of the trees. We hope to light up the neighbourhood! In exchange, donors at our Sherbrook Street entrance will be treated to a copy of the *Free Press*, a Starbucks beverage and a freshly baked delicacy and, of course, a dose of the infectious Misericordia spirit.

If donors don't have time to stop, they're welcome to call our **angel hotline** at (204) 788-8458.

We have a slew of dignitaries joining us this year – everyone from Kerri Irvin-Ross, the Minister of Healthy Living, to Dr. Jon Gerrard, the Leader of the Manitoba Liberal Party. Even Mick E. Moose will make an appearance with a cohort of Manitoba Moose players.

Donations will go into the bricks and mortar of Misericordia – literally. In the next three to five years, our aging Sherbrook and Maryland South buildings will be replaced with a purpose-built complex. In April 2007 Manitoba Health and the Winnipeg Regional Health Region announced a \$12.5 investment in Misericordia's future. Our Foundation is committed to raising an additional \$5 million to make our redevelopment a reality. Bringing in the angels is one way to help!

Angels by the numbers

- 12 years the Care Tree Campaign has been in operation
- 100 annual volunteer “angels” making it happen
- 2,600 approximate number of copies of *Winnipeg Free Press* given out
- 14,500 motorists who cross the Maryland Bridge every morning
- 485,000 Manitobans helped by Misericordia Health Centre annually

Since 1898, Misericordia Health Centre has been providing compassionate high quality health care to those most in need in accordance with our core values: caring, respect and trust. Misericordia provides an array of specialized programs including our Eye Care Centre of Excellence, long-term and interim care, urgent care, ambulatory clinics, diagnostic imaging, laboratory services and pediatric dental surgery. Misericordia is also home to the internationally recognized Provincial Health Contact Centre, including Health Links-Info Santé. For more information, please visit our website at www.misericordia.mb.ca.

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