



MISERICORDIA HEALTH CENTRE'S
ANGEL SQUAD

Media Release

December 4, 2008

Drive-thru Angels!

Next week, from **7:30 - 9 a.m. Tues.-Thurs., Dec. 9-11**, Misericordia's angel squad – replete with gowns, wings and halos – will be taking over the Maryland Bridge encouraging motorists to become angels and donate to our 13th annual Angel Squad Campaign.

How it works:

Our angels line the bridge - waving frenetically, dancing the cancan, jumping up and down and ringing bells. And they're not just trying to keep warm! They're inviting motorists to pull through our U-shaped Sherbrook parking lot to give a "drive-thru" donation* in exchange for a Starbucks beverage and biscotti and a copy of the Winnipeg Free Press.

** Donations \$10 and over are eligible for a tax receipt.*

New this year:

We're making it easier to donate! We have a new **angel hotline at 204-788-8458** for donors to call. The line is now open for pre-donations. For the Internet-savvy, donations can also be made online: www.misericordia.mb.ca/Foundation/Donation.html

Spreading the Misericordia spirit:

We have a slew of dignitaries joining us – everyone from Kerri Irvin-Ross, the Minister of Healthy Living, to Manitoba's Progressive Conservative Leader Hugh McFayden. Even Mick E. Moose will make an appearance with a cohort of Manitoba Moose players.

Where do the donations go?

Donations will go directly to Misericordia Health Centre's redevelopment. Our aging Maryland South and Sherbrook buildings will be replaced in phases during the next five years with a purpose-built health complex – benefiting not just our community, but all Manitobans. Please see our redevelopment backgrounder for more information.

Angels by the numbers

- 13 years the Angel Squad 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, sleep disorder centre 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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Media Contact:

Heidi Klaschka, Director of Communications and Public Relations
204.788.8302 office
204.232.9918 cell
HKlaschka@miseri.winnipeg.mb.ca





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ANGEL SQUAD

DECEMBER 9TH, 10TH & 11TH, 2008

THE MISERICORDIA ANGEL SQUAD OWES ITS SUCCESS IN LARGE PART TO ITS INCREDIBLE SPONSOR SUPPORT. OUR VALUED SPONSORS FOR THIS YEAR ARE AS FOLLOWS:

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MISERICORDIA
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Misericordia Profile

On December 1, 2008, Misericordia Health Centre celebrated 110 years of providing quality faith-based care to Manitobans. As our communities' needs have changed, we have changed to meet those needs.

Today, Misericordia plays a critical role within the Winnipeg Health Region. We offer a diverse range of health-care programs – everything from walk-in Urgent Care to Misericordia Place, our modern 100-bed personal care home.

People who need eye or dental surgery, have broken an ankle, require longer-term care or are living with a respiratory illness are just some of the patients whose quality of life is enhanced by our compassionate care.

We also operate the internationally-recognized Provincial Health Contact Centre, including Health Links-Info Santé – an innovative province-wide telephone health information service, available 24 hours a day, seven days a week.

Our approach to care is inspired by our Founders, the Sisters of Misericordia. We pride ourselves on holistic care: interdisciplinary staff and volunteers attend to the medical, physical, emotional, social and spiritual needs of every resident and patient.

As an evolving research and teaching centre, Misericordia is proud to be affiliated with many educational organizations, including the universities of Manitoba, Winnipeg and Brandon. Our specialist physicians, nurses and therapists – some of whom hold joint university appointments – provide patient-centred care and conduct research while giving future health-care professionals hands-on training.

Misericordia Health Centre is an accredited non-profit organization governed by a volunteer Board of Directors and affiliated with the Archdiocese of Winnipeg. Our directors use their collective expertise to translate the motto of the Misericordia Sisters – *compassion of the heart for those in need* – into advocacy for the health-care needs of the communities we serve.

Misericordia by the numbers 2007-2008

Over **\$55 million** operating budget

978 pediatric dental surgeries performed

39,702 urgent care visits

Our personal care beds at Misericordia Place were **full 100% of the time**

525 volunteers donated **18,000** hours

Provincial Health Contact Centre handled **over 550,000** calls

Over 425 university and college students trained with us – from nurse practitioners to dental hygienists to receptionists

993 full-time, part-time and casual staff

70,285 pounds of waste were diverted from landfill to recycling



Misericordia's Redevelopment

In April 2007, Manitoba Health and the Winnipeg Health Region announced a significant investment in Misericordia's future, with our Foundation playing a strong supporting role.

The new provincial Sleep Disorder Centre – a diagnostic lab, sleep clinic and treatment service consolidated at Misericordia – is already helping Manitobans sleep better. And the redevelopment of Misericordia's buildings is now in the final design stage for the first phase.

We're on track to have shovels in the ground by next autumn!

Our aging Maryland South and Sherbrook buildings will be replaced in phases during the next five years; our modern complex will include a striking two-storey glass atrium.

Phase 1: includes the demolition of the Maryland South building and the creation of a new two-storey building to house all our expanded programs, including the consolidated Eye Care Centre of Excellence, Diagnostic Imaging, Laboratory Services and, our new PRIME program – a day health centre for seniors. Space will be also be allocated for a future Ophthalmology Residency Program.



Phase 2: will involve the demolition of the Sherbrook building, a new Misericordia Chapel and other aesthetically-pleasing pieces of our redevelopment, including a new front entrance.

Our Foundation is committed to raising the additional dollars for our new buildings. Bringing in our angel squad is just one way they are making our redevelopment a reality.



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