



**FOR IMMEDIATE RELEASE**

**Second MRI machine coming to Newmarket, as Southlake Foundation announces completion of *Images for Life* campaign**

**Newmarket, Ontario – February 17, 2015** – Southlake Regional Health Centre can now begin renovations that will bring a second and critically needed MRI to the region as Southlake Foundation announces the completion of the \$16-million *Images for Life* campaign to upgrade diagnostic imaging across the hospital.



Neila Poscente, Southlake Foundation President & CEO and Peter van Schaik, *Images for Life* Campaign Cabinet Chair, help start construction and renovation of Southlake's nuclear medicine services.

“We did it!” said Neila Poscente, Southlake Regional Health Centre Foundation President & CEO and Peter van Schaik, *Images for Life* Campaign Cabinet Chair.

“We are thrilled to announce that we have reached our ambitious campaign goal,” Poscente said. “Once again, our community has shown incredible support for our hospital. Thanks to your generosity, our health care team can continue to provide the world-class care that our community expects from Southlake.”

Southlake Foundation relied completely on community support to raise funds for the campaign, as the Government of Ontario does not provide funding for hospital equipment. “Diagnostic imaging is critical in the diagnosis and treatment of nearly all of our patients,” Poscente said. “Thanks to our community’s generosity and our dedicated volunteer cabinet, our patients will now have faster and more comprehensive access to the diagnosis and treatment that is critical to their care.”

Three recent and very generous gifts helped Southlake Foundation close out the campaign, including a leadership donation from Chris Pfaff and Pfaff Automotive Partners.

“We (Pfaff) have been a part of this community for 50 years and felt it was time to give back to the community that supports us so much”, said Chris Pfaff, President and CEO of Pfaff Automotive Partners. “For us to make progress in health care, it’s all hands on deck. You need government, private individuals and corporate business supporting it. That’s why we made this donation and why I decided to join the Foundation Board of Directors. It takes a whole community to support a hospital, and Southlake is worth supporting”.

Southlake will continue to upgrade and renovate areas of the Diagnostic Imaging Services over the course of 2015, with the first patients for the new MRI targeted for 2016. With the *Images for Life* campaign complete, Southlake Foundation will focus on raising funds for the recently launched *love lives here* – campaign to build a residential hospice on the Southlake campus. For more information on Southlake’s campaigns and events, visit: [www.southlakefoundation.ca](http://www.southlakefoundation.ca)

### Images for Life Campaign Backgrounder:

Southlake Foundation's *Images for Life* campaign was launched in April 2011, with the goal of bringing the very best in Diagnostic Imaging technology to Southlake.

The first phase was completed with the opening of Southlake's new Interventional Radiology Suite (IRS) in 2012. Outfitted with the latest technology, the IRS has brought minimally-invasive diagnostics and treatment to Newmarket and surrounding areas, allowing Southlake's health care team to perform over 2,000 more complex life-saving procedures each year.

The second phase of the campaign raised funds to upgrade Southlake's nuclear medicine services and to bring a second, state-of-the-art 3T MRI machine to the hospital. Southlake is the only hospital in Ontario specializing in both cancer and cardiac care that is operating with a single MRI unit. With demand increasing daily, the wait time for a non-urgent case MRI is over 100 days. For a cardiac case, the wait is six months to a year, meaning families need to travel to Toronto for MRI scans, costing them time and money, and the added stress of travel for care outside of their community.

The addition of a second MRI machine means that least 5,000 additional scans will be performed each year. Community support for the *Images for Life* campaign totaled 1,553 gifts from 519 donors, including several gifts over \$1 million – including an anonymous \$4 million gift in 2013.

### love lives here Campaign Backgrounder:

*love lives here* is our \$12-million campaign to build a residential hospice on the Southlake campus. The hospice will offer a comfortable, home-like environment for at least 250 patients from our community and surrounding areas to live out their final days. Patients at the final stage of any terminal illness (including cancer, congestive heart failure, Alzheimer's, Parkinson's, MS, kidney, liver or lung disease) will have access to 24/7 care from Southlake's professional staff.

Southlake Foundation is relying solely on community support to fund all capital expenses associated with the project, including building, furnishing and equipping the hospice. Please donate today, and help those who are facing the end of life do so with dignity, choice and comfort, right here, close to home.

### About Southlake Regional Health Centre Foundation:

Inspiring investment in Southlake's future – that is the mission of Southlake Regional Health Centre Foundation and since its inception in 1980, we have been doing just that in an effort to transform the lives of everyone who receives care at our hospital.

Working with members of the community, hundreds of volunteers, hospital staff and our incredible family of donors, Southlake Foundation has raised millions of dollars for medical equipment, capital projects, patient programs and staff education, all for the goal of creating *shockingly excellent experiences* for our family members, friends and neighbours.

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