



MEDIA RELEASE

October 5, 2017

For Immediate Release

Inaugural Radiothon supports Woodstock Hospital's Maternal Child Unit

The *Heart FM Give Thanks to Your Hospital Radiothon* is an exciting new event in Oxford County taking place on Thursday, October 12, 2017 that will bring together the community to support the Woodstock Hospital Foundation.

The Radiothon will be in support of the hospital's Maternal Child Unit. For twelve hours, stories about the hospital's Maternal Child Unit will take over the airwaves. Interviews with hospital staff will highlight the importance of what we are raising money for, while patients and families will share their personal stories of the Maternal Child Unit. The community will be encouraged to phone in or stop by the hospital to support the needs of the Maternal Child Unit.

The technology required to deliver, monitor and care for newborn babies is continuously evolving and improving, which makes the need to update the hospital's existing equipment and purchase new technology ever present. Woodstock Hospital is the designated birthing centre for Oxford County; with the number of deliveries growing each year, we need to invest in the tools required to meet the needs of the community. In 2016, WH had 900 births, an increase from 874 births in 2015. With the addition of a fifth obstetrician this year, the Maternal Child Department expects to deliver over 1,000 babies annually.

Heart FM Give Thanks to Your Hospital Radiothon
In support of Woodstock Hospital's Maternal Child Unit
Thursday, October 12, 2017 from 6:00am - 6:00pm
Donate by calling (519) 421-4255
Live broadcast from Woodstock Hospital's Main Lobby

Quotes:

"It is important that we have the latest in healthcare technology to assist families during one of life's most joyous occasions – having a baby. Some equipment in our Maternal Child Department is nearing the end of its life span. That is why proceeds from the Heart FM Give Thanks to Your Hospital Radiothon will support the equipment needs of our Maternal Child Department."

- Leanne Paton, Director of Maternal Child Unit, Woodstock Hospital

"With this year being the inaugural year, it's hard to say what we can accomplish; but in a community as giving and passionate as ours, we can expect great things. This will be a unique opportunity for everyone involved and supports an important cause of keeping equipment up-to-date for our community's mothers and babies."

- Ann Ash, Chair, Woodstock Hospital Foundation Board

“Support for the Woodstock Hospital Foundation is about ensuring a future that values the delivery of healthcare to our families and our community. We hope that through this Radiothon, Oxford County comes together to give back and invest in that future.”

- Jocelyn Jenner, Senior Development Officer, Woodstock Hospital Foundation

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About Woodstock Hospital Foundation

The Woodstock Hospital Foundation is a registered charity that raises funds for the latest, most sophisticated medical equipment, capital expenditures and improvements to patient care. Since 1988, the Foundation and its donors have been the link between the essential health care funding from the provincial government and the most advanced healthcare possible for our community. When you support the Woodstock Hospital Foundation, your donation ensures better health care – through the funding of modern equipment – for yourself, your family, your friends and your neighbours.