



Press Release

For immediate release

The CBC Tree of Hope Radiothon celebrates 20 years of support

Moncton, November 27th, 2009 – More than a thousand people gathered at the Dieppe New Brunswick Community College today for the CBC Tree of Hope Radiothon. \$1,610,866 were raised for the 2009 Tree of Hope Campaign.

Martin Latulippe, campaign Chair, recognized the immeasurable commitment of volunteers, donors, and suppliers: “As states our slogan: The power to believe. It is for patients, cancer survivors, everyone who surrounds us. \$1,610,866 dollars! The hearts of donors do not know the recession and we hope that in another 20 years, we will no longer need to campaign for equipment to treat cancer!”

On September 18th, 2009, at the Rogersville arena, the Dr. Georges-L.-Dumont Hospital Foundation enthusiastically launched its 20th annual Tree of Hope Campaign. Since, the campaign has been taking place with numerous fundraising activities throughout the province to reach its culminating point, the Radiothon. 100% of funds raised remain in New Brunswick and are reinvested to help New Brunswick cancer patients.

Mr. Latulippe explains the campaign’s success: “Volunteers and donors represent the heart of the campaign and for 20 years, they have created this great human legacy; the campaign’s success is thanks to them. The Radiothon is a great and unique gathering, as much a cultural than a family and community-oriented event scattered with testimonials, sharing experiences, and encounters. It is your gathering, your celebration!”

Between 6 am and 8 pm, hosts Martine Blanchard and Samuel Chiasson welcomed volunteers who worked hard for the campaign to be a success. Dozens of artists also took the stage. “I would like to acknowledge the hard work of Radio-Canada Acadie and CBC employees who devoted their souls to this project. The fight against cancer is a cause that touches us all and we are proud of the partnership that has joined us with the Foundation for 18 years”, states Louise Imbeault, Radio-Canada Acadie Director. This year, for the first time ever, the Radiothon’s last hour was broadcast on Radio-Canada’s television. “For us, it is another way to give exposure to the event”, adds Mrs. Imbeault.

CBC Radio One also broadcast its Radiothon on Thursday, November 26th, from 6 to 10 am. Hosts Dave MacDonald and Vanessa Blanch, along with Brent Taylor welcomed on air volunteers, patients, and health care professionals. Several artists, such as Pascal Lejeune, Lennie Gallant, and Teresa Ennis contributed musically. They raised \$245,921.

The campaign’s founder, Gilles Beaulieu, former campaign chairs Denis Losier and Dr. Nicole LeBlanc, as well as the Radiothon’s veteran-host, Roger Lavallée, were all in attendance to celebrate the campaign’s 20th anniversary.

The following are this year's campaign projects: the Dr. Léon-Richard Oncology Centre, the Mgr. Henri-Cormier Lodge, the Atlantic Cancer Research Institute (ACRI), the purchase of an endoscopic ultrasound to provide a better staging of various cancers; the acquisition of equipment to treat skin cancer, namely orthovoltage; and for the first time in its history, the Tree of Hope Campaign invests in cancer prevention and awareness, specifically among youths.

On this 20th anniversary, the Dr. Georges-L.-Dumont Hospital Foundation conveys its gratitude towards the numerous volunteers, donors, suppliers, and finally to all who have relentlessly supported the Tree of Hope Campaign, thanks a million.

The Tree of Hope Campaign is an annual event of the Dr. Georges-L.-Dumont Hospital Foundation which furthers the development of the Dr. Léon-Richard Oncology Centre, improves quality of care for patients staying at the Mgr. Henri-Cormier Lodge and enhances cancer research efforts of the Atlantic Cancer Research Institute. Since its inception in 1989, the Tree of Hope Campaign has raised over \$12 million. 100% of funds raised remain in New Brunswick and are reinvested to help New Brunswick cancer patients.

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