



a campaign for
**HEALTH CARE
EXCELLENCE**

News Release

For Immediate Release
Nov. 20, 2006

The Crystal Gala Foundation
A Campaign for Health Care Excellence

Crystal Gala Foundation Pledges \$500,000 to new Regional Hospital

ABBOTSFORD – The Crystal Gala Foundation announced their Lead Gift pledge of \$500,000 to *A Campaign for Health Care Excellence* in support of the Abbotsford Regional Hospital and Cancer Centre, at their 8th Annual event held Saturday, November 18th.

“It has always been our intention to have the dollars raised in this region stay in this region,” said Dixie Jacobson, Foundation Chair. “We’re a group of women who meet around a kitchen table but always achieve boardroom results, and we are thrilled to be the first Lead Gift for *A Campaign for Health Care Excellence*.”

In honour of this substantial gift, the largest received by the campaign to date, the Breast Health Unit within the Abbotsford Regional Hospital and Cancer Centre will be named the “Crystal Gala Breast Health Unit” for fifteen years. “What these ladies have accomplished over the past eight years is impressive. We are honoured that they have chosen to support our campaign in such a meaningful way,” commented George W. Peary, Campaign Chair.

A Campaign for Health Care Excellence is raising \$7.5 million to support innovative technology and cancer research and programs at the new facility being built on Marshall Road. “As soon as we heard about the opportunity to support the new hospital we jumped at the chance. Words can’t describe how exciting it is to be a part of this campaign, and know that our event will directly support local women and families,” said Jacobson.

The Crystal Gala Foundation is made up of a dynamic group of women from all walks of life. Since their inaugural event on October 23, 1999, their team and partners have raised over half a million dollars for breast cancer.

A Campaign for Health Care Excellence is a unique partnership agreement between the Fraser Valley Health Care Foundation and the BC Cancer Foundation. These two organizations are working together to ensure that the Abbotsford Regional Hospital and Cancer Centre opens with the most up-to-date equipment available. They are also committed to funding cancer research programs and clinical studies. To find out more information regarding *A Campaign for Health Care Excellence* visit www.healthcareexcellence.ca or contact the Campaign Office at (604) 557-2088.

Established in 2000, the Fraser Valley Health Care Foundation is committed to building partnerships with individuals, community organizations and businesses to support the hospitals and health care services within the Fraser Valley Regional Hospital District.

Established in 1935, the BC Cancer Foundation raises funds to support research and enhancements to care at the BC Cancer Agency, throughout B.C.

Media Inquiries

Gina Cuthbert, Campaign Director - Campaign Office (604) 557-2088 or Cell Phone (604) 868-1850