

a campaign for  
**HEALTH CARE**  
**EXCELLENCE**

## **Media Advisory**

For Immediate Release  
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*A Campaign for Health Care Excellence*

### **Lally Honours Family History at New Hospital**

ABBOTSFORD—Abbotsford's Lally family shows that you can honour your family's history and provide for future families at the same time. The Lally family has generously pledged a gift of \$210,000 to *A Campaign for Health Care Excellence* in support of technological advances in equipment and cancer programs, including clinical trials research, in an effort to leave a lasting tribute to the Lally name in Abbotsford.

"I decided to support the new hospital as my way of thanking the community for giving me the opportunity and the support to start and grow my business," says Rajinder Lally, known to many Fraser Valley residents as the Blueberry King.

Lally came to Abbotsford in 1978 with little in his pockets, intent on starting a berry farm. With support from the local community and hard work, he has been able to establish a successful agri-business, Lally Farms, which supports over 115 local farmers and provides over 400 seasonal jobs.

According to Lally, the new regional Hospital and Cancer Centre, with its state of the art equipment and tranquil atmosphere, will serve the fast growing community of Abbotsford today and into the future along with the advances that are being made in medicine.

"I believe together we can create a wonderful healthy community. Let's support the new Hospital and Cancer Centre and make Abbotsford a better home for everyone," Lally adds.

"We are incredibly fortunate to have the Lally family as citizens of this community. They are prime examples of what is possible when we come together as a community to achieve our goals," comments Mayor George F. Ferguson. "I commend Mr. Lally for all he has achieved and for this incredible demonstration of philanthropy."

*A Campaign for Health Care Excellence* is a unique partnership between the Fraser Valley Health Care Foundation and the BC Cancer Foundation. These two organizations are working together to raise \$7.5 million 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* or to make a gift, visit [www.healthcareexcellence.ca](http://www.healthcareexcellence.ca) or contact the Campaign Office at (604) 557-2088.

*A Campaign for Health Care Excellence* has a number of naming and recognition opportunities remaining for those families and individuals who wish to leave a legacy in this state-of-the-art Hospital.

**The Fraser Valley Health Care Foundation:**

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.

**The BC Cancer Foundation:**

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

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