

PRESS RELEASE

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Roses Radiothon, In our Region, for Our Region!

BATHURST – The Roses Radiothon 2015, an event organized by the foundations of the four hospitals in the Northeast, was launched this morning at the Chaleur Regional Hospital.

This year, the needs that the Foundations wish to meet in the fight against cancer are in the Oncology and Laboratory departments. In Oncology, the telehealth service will give patients access to specialists outside the region. This cutting-edge communications equipment will save patients long hours of driving not to mention travel expenses. Last year, over 140 patients benefited from this service. In the Laboratory, the goal is to acquire a tissue preparation unit that prevents surgical samples from deteriorating and thereby helps decrease the processing time from a sample's arrival through to production of the final report. This time reduction will have a direct impact on the speed at which cancer is diagnosed and treated. Our financial objective for needs related to the fight against cancer has been set at \$100,000.

“As a health professional, I can attest to the importance of having cutting-edge equipment. The new work tools that we will receive thanks to the Roses Radiothon and the community's generosity will allow us to provide our patients with better health care services and to support them in their fight against cancer,” explained Dr. Julie Langlois, a physician in the Oncology Department.

“On behalf of Vitalité Health Network, I would like to thank the Roses Radiothon Committee for their efforts as well as for organizing the many activities held in the Chaleur region and Acadian Peninsula over the year. The patient is always our priority when delivering care, and the commitment shown by our volunteers and donors demonstrates that, by working together, we can make a difference in the care delivered here in our region ,” indicated Stéphane Legacy,

“Once again this year during the Roses Radiothon, we are grateful to be able to count on a number of media partners, including l'Acadie Nouvelle, CKRO, and Max 104.9. Thanks to their support, we will have a strong voice that allows us to reach the entire population and better inform them about our hospital's urgent needs and the fact that they can make a difference by donating to the Roses Radiothon,” explained Joseph Lanteigne, Chair of the Roses Radiothon for the Fondation Hôpital de l'Enfant-Jésus.

In addition, 80% of funds raised from donors in the Acadian Peninsula will be invested into their hospitals to improve their local services.

Since 2007, we have raised a cumulative total of \$1,1 million toward the purchase of equipment enhancing the screening and treatment of certain cancers at the Chaleur Regional Hospital and meeting needs within the facilities on the Acadian Peninsula.

The Roses Radiothon committee would like to take this opportunity to encourage people to participate in the various activities taking place as part of the Roses Radiothon 2014 between now and April 25. The Roses Radiothon is *In Our Region, for Our Region!*

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