

Media Advisory



ATTENTION NEWS/HEALTH EDITORS:

Bringing the Christmas Spirit to the Bedside – Toronto Family Gives Back to St. Joseph's Health Centre

Project Hope visits patients spending Christmas in hospital at St. Joseph's

TORONTO, December 21 – Patient and family centred care is at the heart of everything we do at St. Joseph's Health Centre – and that's what brings a west Toronto family back for a visit every Christmas Eve to say thank you for the great care they received.

Jane Watson and the Project Hope Team will be coming to St. Joseph's on Christmas Eve with gifts for all our patients – a small token to mark the holiday season for those that can't be at home with loved ones. This is the 7th year for Project Hope at St. Joe's – a family tradition to give back to the hospital that honours the memory of Jane's son, who was rushed to our Emergency Department several years ago and passed away.

"It's all about giving back," said Watson. "St. Joe's was wonderful to my family during a very difficult time. The staff was so compassionate. We have never forgotten that."

"Christmas can be a very difficult and lonely time for people in hospital. Spending a couple of minutes with each patient can really make a difference to them," said Watson. "It lets them know that someone is thinking about them; that they are not forgotten. Every year someone will tell me that this will be the only gift they receive and that we will be their only visitors. That definitely makes our visit worthwhile," said Watson.

WHAT: Project Hope Team Visits Patients at St. Joseph's Health Centre, Toronto

WHEN: Christmas Eve – Friday, December 24, 2010

WHO: Photo/filming/interviews with Project Hope volunteers and families of patients in the NICU

TIME: 8:45 a.m. – Media to gather at the Main Entrance of the hospital (Melnyk Pavilion - accessed from The Queensway) and a Corporate Communications Associate will escort you to the unit.

St. Joseph's Health Centre is located at 30 The Queensway. Media can park in the hospital's parking garage, located on the corner of Sunnyside Ave. and The Queensway.

- 30 -

For more information, please contact:

Michelle Tadique, Corporate Communications & Public Affairs, St. Joseph's Health Centre

(416) 530-6000 ext. 4663

tadiqm@stjoe.on.ca