Media Release

March 31, 2021
For Immediate Release

12th Annual Hats On for Healthcare 2021 to Support COVID-19 Assistance Fund

WINDSOR, ON. _ What greater cause is there today than to support our frontline workers with the purchase of new equipment to assist patients battling COVID-19? With that in mind, the 2021 Hats On For Healthcare, an annual signature event hosted by the Windsor Regional Hospital Foundation, kicked off today with a virtual launch.

As with many fundraisers, this year's event will look different but promises to be just as much fun. Individuals, organizations, businesses, schools and retailers are invited to register at www.hatsonforhealthcare.com, put on a hat and raise some funds for a worthy cause.

"Thanks to our community, Hats On For Healthcare has raised over $400,000 in support of various programs and services at Windsor Regional Hospital including the Critical Care Program, the Neonatal Intensive Care Unit, Paediatric Radiology, Diagnostic Imaging, Mental Health and many more," says Campaign Co-Chair Elaine Snaden.

Unlike previous years where the event was scheduled for one day, this year's event will run from March 31st to April 28th so organizations can come up with creative ways, at their own convenience, to encourage their employees to have a 'Hat Day' and raise funds.

"Windsor Regional Hospital continues its leadership role during this global pandemic and the COVID-19 Assistance Fund was created in March 2020 to help the hospital respond to the rapidly changing needs," says Co-Chair Harvey Snaden. "This fund has allowed us to support our frontline heroes through the supply of Personal Protective Equipment and to support our community through the purchase of critically needed medical equipment."

Today's virtual launch party showcased some of the equipment in the Intensive Care Unit required to save a patient's life, remarks from Windsor Mayor Drew Dilkens, Foundation Board President Beth Ann Prince and incredible musical performances from the Windsor Symphony Youth Orchestra and Jeremy Coulter.

"I'm looking forward to seeing lots of photos," says Foundation Board President Beth Ann Prince. "We all need something fun right now, so put on your hat whether in your office or working from home and raise some much needed funds."

Today's launch can be viewed on the Windsor Regional Hospital Foundation Facebook page and on the YouTube link at: https://youtu.be/_wYKIg3FSSw

-30-

For further information, please contact:

Gisele Seguin
Director of Public Affairs, Communications and Philanthropy
519-987-3160 (cell) / Gisele.Seguin@wrh.on.ca

Cristina Naccarato
Manager of Philanthropy
519-564-4902 (cell) / Cristina.Naccarato@wrh.on.ca