



Sunnybrook Foundation launches Champions of Care recognition program

Toronto, ON (December 12, 2007) – Mary D. DiFalco was treated at Sunnybrook’s Odette Cancer Centre eight years ago and has been cancer-free ever since, thanks to the excellent care provided by Dr. Ray Osborne and his team.

“I had complete confidence in Dr. Osborne during my treatment at Sunnybrook,” says Mary. “I have not forgotten that the care I received helped me survive cancer.”

Champions of Care is the first hospital-based employee recognition program of this kind in Toronto; it gave Mary the opportunity to recognize Dr. Osborne for the exceptional role he played in her full recovery. Mary made a generous donation to Sunnybrook Foundation in recognition of Dr. Osborne and in appreciation he received the program’s signature green leaf-shaped pin – which has quickly become a badge of honour, here at Sunnybrook.

Champions of Care was established to recognize the physicians, nurses, volunteers and staff who demonstrate exceptional care and provide outstanding treatment, and who have made a tremendous difference in someone’s Sunnybrook experience.

“This program is about recognizing the employees and volunteers of Sunnybrook,” says Kevin Goldthorp, CEO, Sunnybrook Foundation. “We are thrilled to offer patients and their families and friends the opportunity to support the Hospital, while symbolically recognizing the individual who played an important role in their Sunnybrook experience.”

Anyone can recognize their Sunnybrook Champion of Care by making a donation in their Champion’s honour at www.sunnybrookfoundation.ca; each Champion of Care receives a striking green leaf-shaped pin, along with the donor’s personal message, to wear in recognition of the donor’s appreciation. Since its launch in late October, nearly \$20,000 has been raised and more than 100 pins have been distributed to employees at Sunnybrook.

Champions of Care further supports Sunnybrook’s belief in being here when it matters most – as the Hospital of choice for patients in need of lifesaving medical treatment and as the workplace of choice for the best and brightest minds in health care.

All donations from *Champions of Care* support Sunnybrook’s multidisciplinary programs and help to transform health care.

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About Sunnybrook Health Sciences Centre:

Sunnybrook Health Sciences Centre is transforming health care through the dedication of its more than 10,000 staff members who provide compassionate and innovative patient-focused care. An internationally recognized leader in women’s health, academic research and education and an affiliation with the University of Toronto distinguishes Sunnybrook as one of Canada’s premier health sciences centres. Sunnybrook specializes in caring for newborns, adults and the

elderly, treating and preventing cancer, heart problems, orthopaedic and arthritic conditions and traumatic injuries.

For additional information, please contact:

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