



# NEWSRelease

David Thompson Health Region, #602 4920-51 Street, Red Deer, Alberta T4N 6K8 Phone: 1-800-752-8957

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## **2007 Festival of Trees surpasses \$1 million mark**

**RED DEER** – The 2007 Red Deer Festival of Trees has hit a fundraising milestone. Initial figures suggest that the five-day event has raised approximately \$1.1 million for the Red Deer Regional Hospital Centre.

From November 21 through to November 25, the David Thompson Health Region Foundation hosted a series of ten events and various activities, all of which contributed to the success of this year's Festival.

“When we started planning for this year's Festival we had the \$1million goal in mind,” said Sharon Miller, Chair of the 2007 Festival of Trees. “Every year we are truly grateful to have an amazing and dedicated group of volunteers and sponsors, this year was no exception. It is thanks to all of them, that we have reached this milestone.”

The proceeds from this year's Festival of Trees will go toward purchasing high-tech electronic charting devices. Also known as point-of-care devices, this new technology will allow healthcare workers in the Red Deer Regional Hospital Centre to input and access up-to-the-minute changes in patient information, ultimately enhancing patient care and safety.

“We are grateful and overwhelmed by the tremendous support and generosity of Central Albertans,” said Grant Edmonds, Chair of the DTHR Foundation. “A million dollars is a huge accomplishment. Everyone who contributed to Festival has contributed to the health and well-being of our community.”

This year's Festival of Trees was supported by approximately 1,900 volunteers, up from last year's 1,800. Other increases came in the form of attendees, 22,450 this year as compared to 21,825 in 2006 and the number of decorated trees; 55 were fully decorated and put on display this year as compared to 40 last year.

*For 14 years the DTHR Foundation has hosted the Red Deer Festival of Trees, one of Central Alberta's biggest and most successful fundraising events. Each year, proceeds from the Festival are used to purchase medical equipment for the Red Deer Regional Hospital Centre. To date, the Red Deer Festival of Trees has raised more than \$5 million.*

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**Media inquiries may be directed to:**  
Corporate Communications & Public Relations  
David Thompson Health Region  
403.341.8622