



NEWS RELEASE

November 27, 2015

## Donation to triple GivingTuesday impact

**London, Ont.** – Just as Black Friday kicks off the holiday shopping season, GivingTuesday on December 1 is “the opening day of the giving season”.

This GivingTuesday, a generous, anonymous donor has pledged to contribute up to \$100,000 to triple the impact of every dollar donated through London Health Sciences Foundation’s GivingTuesday page: [www.lhsf.ca/givingtuesday](http://www.lhsf.ca/givingtuesday). For example, a GivingTuesday gift of \$50 will make the impact of \$150 and a generous contribution of \$120 would make the difference of \$360 to support London Health Sciences Centre’s highest-priority needs.

Donations make it possible for LHSC to provide superior care to patients like operating room nurse Paul Griffiths, whose life-saving cardiac procedure was performed by his OR colleagues – in an operating room that had been renovated and upgraded through the generosity of donors from the very community Paul serves.

To read Paul’s story visit [www.lhsf.ca/rebooting-a-nurses-heart](http://www.lhsf.ca/rebooting-a-nurses-heart).

### About Giving Tuesday:

GivingTuesday is a day dedicated to giving back around the world, across Canada and in our own community. It was started in the U.S. in 2012 by the 92nd Street Y and the United Nations Foundation as a response to commercialization and consumerism in the post-Thanksgiving season. Taking place each year after Cyber Monday, it’s a day where charities, companies and individuals join together to share commitments, rally for favourite causes and think about others.

This year, GivingTuesday is coming to Canada as a new movement for giving and volunteering. According to the Giving Tuesday website at <http://givingtuesday.ca>, “We have two days that are good for the economy. Now we have a day that is good for the community too.”

-30-

**About London Health Sciences Foundation (LHSF)** *The foundation is a registered charity accredited by both Imagine Canada and the Better Business Bureau, linking donors and health care experts together in pursuit of medical excellence at London Health Sciences Centre (LHSC). To see why doctors, researchers, nurses and staff at LHSC dedicate their lives to providing great patient care, to pursuing medical discovery and innovation, and to constantly improving through education; why patients are grateful for the extraordinary care they provide; and why donors and volunteers are so committed to supporting their vital work, visit [www.lhsf.ca/whatsyourwhy](http://www.lhsf.ca/whatsyourwhy).*

**For more information contact:** Alexander Peterson, Public Relations Manager  
voice: 519.685.8527 pager: 519.685 8500 x13737  
[alexander.peterson@lhsf.ca](mailto:alexander.peterson@lhsf.ca) [www.lhsf.ca](http://www.lhsf.ca)

For the latest news from LHSF visit [www.lhsf.ca/media-room](http://www.lhsf.ca/media-room)