



MEDIA ADVISORY

January 22, 2019
For Immediate Release

10TH ANNIVERSARY FOR *HATS ON FOR HEALTHCARE*

WINDSOR, ON. A tradition continues at Windsor Regional Hospital Foundation with its successful, *Hats On For Healthcare* event, this year raising funds for Diagnostic Imaging. The campaign launch will take place at the new Windsor City Hall lobby. Part of the media launch is a fashion show of brightly designed hats.

Date: Wednesday, January 23, 2019
Time: 11:30 a.m.
Location: City of Windsor – New City Hall Lobby

Attendees:

- Gordon Orr, Chief Executive Officer, Tourism Windsor Essex Pelee Island (Emcee)
- Drew Dilkens, Mayor, Corporation of the City of Windsor
- Harvey and Elaine Snaden, Co-Founders, Hats On For Healthcare

Fashion Show Judges:

- Beth Ann Prince, Windsor Family Credit Union and Board Vice Chair, WRHF
- Al Frederick, Chief of Police, Corporation of the City of Windsor
- Jill Braido, Marketing & Communication, City of Windsor
- Dr. Martha Reavley, MBA Professor, Odette School of Business, University of Windsor
- Rakesh Naidu, President and CEO, Windsor Essex Regional Chamber of Commerce

About The *Hats On For Healthcare* Event:

A signature fundraising event for Windsor Regional Hospital Foundation, the campaign enters its (10th) tenth year, having raised over \$300,000 for programs and services at the Met Campus and the Ouellette Campus.

How It Works:

Similar to a dress down day, *Hats On For Healthcare* gives participants an opportunity to wear a

hat any day of choice for only a 'toonie' and, be included in the festivities on the official day, Tuesday, March 5th. This year's theme is Mardi Gras, as March 5 is Shrove Tuesday.

Diagnostic Imaging (X-Ray):

The Diagnostic Imaging Departments at Met and Ouellette Campus includes: MRI (Magnetic Resonance Imaging), CT Scanning, Mammography, Nuclear Medicine, Radiology (X-Ray), and Ultrasound. Diagnostic Imaging is an essential service in the patient care journey.

Quote:

“This being our 10th year, we are pleased to see so many companies, schools, municipalities, retail outlets and organizations signing up for this fun-packed event to raise funds for Diagnostic Imaging at Windsor Regional Hospital,” said Elaine Snaden.

Elaine went on to state, “Hosting the 10th Anniversary of *Hats On For Healthcare* in the new City of Windsor lobby is a way of thanking the many City of Windsor Employees from many departments for their dedicated support of the campaign over the last several years.”

To register for a *Hats On For Healthcare* Kit and for further information, go to:

www.hatsonforheathcare.com.

-30-

For more information contact:

Ron Foster, Executive Director, Windsor Regional Hospital Foundation

519-995-2482 / ron.foster@wrh.on.ca