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Attention: Community/Health/Life Editors
MEDIA RELEASE
FOR IMMEDIATE RELEASE

\$15-million campaign to support 'what it takes' to rebuild lives

TORONTO, October 5, 2006 – A fundraising campaign to give people the abilities, tools and hope to return to their lives following life-changing injury or illness asks a simple question: "What's it take to get your life back?"

Yesterday evening, St. John's Rehab Foundation answered that question with the official launch of the \$15-million *Rebuilding Lives* campaign in support of St. John's Rehab Hospital. An enthusiastic crowd including Toronto's venerable former Mayor Mel Lastman, hospital supporters, staff, former patients, and Toronto business and community leaders welcomed the announcement at the Toronto Centre for the Arts.

"St. John's Rehab is what it takes to get people back on their feet, back to their families, their jobs, their communities and their lives," said Hon. Art Eggleton, Chair of the *Rebuilding Lives* campaign. "We're talking about people who could easily be you or me – experiencing a traumatic car accident, heart disease, the onset of cancer, or other life-changing medical events."

Rehabilitation allows people to achieve things we all take for granted every day – like picking up a fork or phoning a loved one. It seems so simple. But imagine trying to consume a meal after losing an arm in a serious workplace accident, or trying to make that call when a stroke impairs your ability to communicate.

Rebuilding Lives seeks to support specialized rehabilitation that helps people resume these simple, everyday activities.

The centrepiece of the campaign is the development of the 49,000 square-foot, state-of-the-art John C. and Sally Horsfall Eaton Centre for Ambulatory Care. *Rebuilding Lives* also seeks to refurbish existing inpatient treatment areas, purchase leading-edge treatment equipment and develop rehabilitation research, teaching and education capacity to ensure better patient outcomes everywhere.

"We need a modern facility, equipment, advanced research and up-to-date clinical education if we hope to continue rebuilding people's lives," said Malcolm Moffat, President & CEO of St. John's Rehab Hospital. "We must invest in rehabilitation medicine. Today."

Rebuilding Lives is the first fundraising campaign in support of St. John's Rehab Hospital since it opened in 1937. To date, *Rebuilding Lives* has raised \$11.6 million, or 77 per cent of its ambitious goal.

To enhance its fundraising efforts, St. John's Rehab Foundation is undertaking an innovative marketing campaign throughout the fall. Confronting people in parks, restaurants, washrooms, transit ways and other places where people live their daily lives, the Foundation will show people what it takes to perform everyday activities like walking a dog, eating a

meal, washing their hands, or talking on a cell phone after life-altering surgery or complex medical conditions.

About St. John's Rehab Hospital

St. John's Rehab is the only hospital in Ontario solely dedicated to specialized rehabilitation. This 160-bed hospital in north Toronto is recognized as a benchmark rehabilitation leader by the Ontario Hospital Association through its Hospital Report Series. The site of Ontario's only dedicated burn and Canada's only organ transplant rehabilitation programs, we also offer specialized rehabilitation for amputations, cancer, cardiac surgery, stroke, traumatic injuries and musculoskeletal conditions, as well as community health clinics for acupuncture, massage, chiropractic and chiropody. With a unique focus on the whole person – body, mind and spirit – St. John's Rehab Hospital is rebuilding people's lives.

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