

May 29, 2018

MEDIA RELEASE

‘Day of Giving’ for JoeAnna’s House is May 31, 2018- All Gifts will be Matched!

KELOWNA, BC – This Thursday, the KGH Foundation will host its second annual Day of Giving, a call to action to the community to support excellence in health care for the 750,000 newborns, children, youth, adults and seniors throughout the interior of B.C.

The massive fundraising effort will be in support of the Better Together campaign to build and open **JoeAnna’s House**, a home away from home for the families of patients who’ve travelled to Kelowna General Hospital for advanced medical care.

This year, the one-day fundraising challenge will be further amplified by the generosity of Al Hildebrandt, President of the Kelowna Foundation for Hope and Social Innovation, who has offered to match every gift made on the Day of Giving dollar for dollar.

[WATCH VIDEO](#) – Al Hildebrandt’s Matching Message

“JoeAnna’s House is an incredibly special project,” says Hildebrandt, who is well-known in the central Okanagan as the charismatic start-up entrepreneur behind QHR Technologies. Upon his retirement, Hildebrandt quickly turned his passion for business into a passion for helping those less fortunate, particularly children. “Together, we all can help keep families together when they need each other most. The Kelowna Foundation for Hope & Social Innovation is very proud to support JoeAnna’s House.’

As the main referral hospital to over 750,000 residents in the southern interior, every year, thousands of patients are transferred from their home communities to KGH for advanced specialist care.

“This community has shown time and again, when we work together, we can accomplish great things,” says Doug Rankmore, CEO of the KGH Foundation. “Every gift will make a difference.”

Thanks to the ongoing generosity of the local Bell Media stations, live updates and interviews supporting the fundraising effort will be heard throughout the day on SUN FM, EZROCK and AM1150. For eleven years, the Have-A-Heart Radiothon hosted by SUN FM, EZRock and AM1150 had been a time when the community came together to support world-class care at Kelowna General Hospital. Last year, Radiothon became the KGH Foundation Day of Giving.

Donations can be made online at KGHFoundation.com; by text 'KGHday' to 45678; phone 250-862-4438; or in person at the KGH Foundation office. The Change Bandits will be stationed at the corner of Rose Avenue and Pandosy Street accepting drive-up cash donations.

The KGH Foundation is an independent, volunteer-driven, charitable organization committed to enhancing the delivery of healthcare to the patients of Kelowna General Hospital and its associated facilities.

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Thurs., May 31 • 6am – 6pm

KGH FOUNDATION DAY OF GIVING

HOW TO DONATE

<p>PHONE 250-862-4438</p> 	<p>TEXT 'KGHday' to 45678</p> 
<p>ONLINE kghfoundation.com</p> 	<p>IN PERSON at KGH</p> 