

Strathroy Middlesex General Hospital Foundation

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MEDIA RELEASE

For Immediate Release

Strathroy Middlesex General Hospital Foundation Announces Launch of the 2011 Together, We Play WIN \$10,000 Cash & prizes Contest

Strathroy, ON - The Strathroy Middlesex General Hospital Foundation is gearing up for the second annual **Together, We Play \$10,000 cash & other prizes contest**. This is an exciting community-wide game launched in support of the need to raise money for new hospital equipment, recognize local businesses that generously support the Hospital, and give people a fun way to learn about local healthcare – not to mention the chance to win prizes including a \$10,000 cash grand prize.

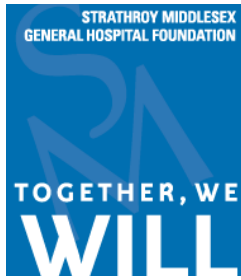
The official Together, We Play launch party will take place on October 27, 2011 at the Strathroy Seniors Centre when Strathroy Middlesex General Hospital (SMGH) Foundation hosts the October Strathroy & District Chamber of Commerce Biz after Biz event. Everyone is welcome to come out between 6:00 p.m. - 8:00 p.m. to see the launch presentation.

This year, the featured healthcare hero is Dr. Mason Sharpe. Dr. Sharpe played a very important role in helping to expand the hospital during the time that he practiced at SMGH between 1945-1978. Game players can read more about the accomplishments made by Dr. Sharpe by visiting www.togetherweplay.com.

All funds raised through the game will support the purchase of minimally invasive surgical equipment at Strathroy Middlesex General Hospital (SMGH). This advanced technology also known as laparoscopic equipment, is used by Surgeons to perform minimally invasive procedures that can help to reduce recovery time for patients.

The contest will run from October until December 20, 2011. The Grand Prize draw for \$10,000 cash will be held just in time for the holidays. Contest players must identify all the clues revealed weekly on-line,





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then solve the puzzle and send in their completed entry form for the chance to win. Entry forms will be available early October at all sponsor locations listed at www.togetherweplay.com.

One lucky contestant will win the grand prize of \$10,000 cash. Additional prizes will also be awarded including fuel cards, gift baskets, electronic devices, and much more.

Last year Aaron O'Neill of Ridgetown was the lucky winner of the \$10,000 cash grand prize. He was shocked when he was informed by Susan McLean, SMGH Foundation CEO that he had won.

O'Neill's immediate response to hearing he had won? "No way!"

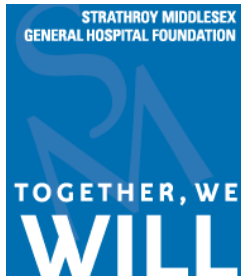
His surprise was greeted by rounds of applause and cheers from guests in a packed room, waiting to hear the winner's reaction. A video with Aaron talking about what he did with his winnings and an online tutorial on how people can play this year is now available online.

How to play:

- The contest is completely free for participants to play for those over the age of 18. Game players must pick up their Official Entry Form by visiting one of the game sponsors (full list at www.togetherweplay.com).
- Clues are unveiled on a weekly basis starting in October.
- Search the game board to find all 14 letters to spell 'Dr. Mason Sharpe.'
- Fill in the name of each sponsor corresponding to the clue on your Official Entry Form.
- Send it in for your chance to win!

"We are very grateful to the local businesses who have given us support as sponsors, both this year and last. Together, We Play is a fun way for people to get involved in local healthcare and for the Foundation to raise awareness of fundraising needs at the Hospital," says Susan McLean, CEO of the SMGH Foundation.

Town & Country Mutual Insurance has generously sponsored the contest in its second year.



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“Together with your support to purchase this advanced laparoscopic equipment, we are ensuring that our Surgeons will have the most advanced technology to perform minimally invasive procedures so that our families and friends receive quality healthcare, close to home.”

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