

700 Ross Avenue East  
Timmins, Ontario  
P4N 8P2  
Tel: (705) 267-2131 ext. 2030  
Fax: (705) 267-6311  
E-Mail: ltechlowicz@tadh.com



Timmins and District Hospital  
L'Hôpital de Timmins et du district

## **MEDIA RELEASE**

700, avenue Ross est  
Timmins, Ontario  
P4N 8P2  
Tél. : (705) 267-2131 ext. 2030  
Télééc. : (705) 267-6311  
Courriel : ltechlowicz@tadh.com

*For Immediate Release*

Friday, October 14th, 2011

### **Timmins and District Hospital Pays Tribute to Founding Champion of Pink Day**

**Timmins, ON, Friday, October 14, 2011**, the Timmins and District Hospital (T&DH) Day Surgery, PACU and Endoscopy department is unveiling a picture painted by Ellen Catherwood, a T&DH employee in honour of Mrs. Donna Salvati, a long-time employee of the Timmins and District Hospital and founding champion of Pink Day who passed away in November 2010.

Mrs. Salvati started Pink Day five years ago with the staff in Day Surgery, PACU and Endoscopy. What started Pink Day? It started simply with a group of staff members inspired by the courage and strength of co-workers, family and friends who fought bravely through chemotherapy and radiation and this year to pay tribute to Mrs. Salvati and her strong leadership towards this cause; Pink Day has been extended to Pink Week (October 11<sup>th</sup>-14<sup>th</sup>) with fun events and a fundraiser occurring throughout the week.

To kick-off the week a Pink Bake Sale was held on Tuesday, followed by pink tie or scarf day on Wednesday, pink hat day on Thursday and pink shirt day on Friday. Donations from various businesses in our community have been made to go towards Pink Week draws. A department challenge has also been launched. With every one hundred dollars accumulated by a department, a Pink Flamingo will land in the Timmins and District Hospital front flowerbed with the department's name added on the flamingo. The department that donates the most amount of money will get the opportunity to see their manager dressed up as a pink flamingo on Friday when the grand total is revealed.

"On behalf of the Foundation, I would like to thank the Health Care Team at T&DH for pursuing the dream of Donna Salvati with the Pink initiative", said Jean-Pierre Nadon, Executive Director of Timmins and District Hospital Foundation. "This demonstrates the involvement of the staff to support projects related to women's health issues. The proceeds from the Pink Week will support the Breast Assessment program at T&DH. On a yearly basis, over 8,000 women rely on the services that we deliver and the funds will ensure the continuance of the tradition of excellent patient-centered care."

"All proceeds of Pink Week will go to assist the T&DH in the expansion of its breast imaging and assessment program", said Tina Bilodeau, Team Leader of Mammography and Coordinates Breast Imaging Services at Timmins and District Hospital. "These funds will help develop the Breast Wellness Centre at T&DH that will provide expedited breast imaging services to the people of our Northern district with a patient centered-care approach. The Pink Week, in honour of Mrs. Salvati, has brought breast health awareness to all those visiting and working at T&DH this week. We are thankful for all the effort put in by the Day Surgery, PACU and Endoscopy department and the Pink Week Committee to help make this centre become a reality."

For more information contact:  
Lindsay Techlowicz  
Communications Coordinator  
Timmins and District Hospital  
267-2131 ext. 2030  
ltechlowicz@tadh.com