

NEWS RELEASE

For Immediate Release

January 22, 2018

Community Care Northumberland Names Lynda Kay as Campaign Director for Northumberland Hospice Care Centre

Kay brings 28 years of funding raising experience to capital campaign

COBOURG, ON – Today Community Care Northumberland announced that Lynda Kay has been named the Campaign Director for Northumberland Hospice care Centre’s capital campaign to build the new Hospice Care Centre in Hamilton Township.

“Lynda Kay is a wonderful addition to our Hospice Care Centre project as the Campaign Director,” said Trish Baird, Executive Director, Community Care Northumberland. “Lynda is a respected and active community member who will provide valuable expertise as Community Care Northumberland embarks on this project. Her knowledge of the Northumberland community will be a great asset in helping us raise the funds required.”

Over the last 28 years Ms. Kay held the position of CEO for the Northumberland United Way (NUW), before retiring in June 2017. During her tenure with that organization she raised over \$20 million in contributions for the Northumberland community. Additionally, Ms. Kay has achieved significant impact throughout the community in her roles as a member of the Northumberland Hills Hospital Board, Past President of the Rotary Club of Cobourg, Past Chair of the Town of Cobourg Civic Awards, Past President of the Port Hope Chamber of Commerce and Past Director for the Northumberland Chamber of Commerce.

“Lynda has played a major role in capital campaigns in our community over the past 25 years and her experience is second to none,” said Gord and Patti Ley, Campaign Chairs, Hospice Care Centre. “We are fortunate to have her on our team. A critical step in our goal to provide our families, friends and community with the best possible Hospice (end of life) care.”

The Community Care Northumberland Hospice Care Centre project will be achieved through provincial funding and community resources and a capital campaign to raise approximately \$7 Million for both building the facility and to provide a sustaining reserve toward operational expenses for a 3-year period.

About Northumberland Hospice Care Centre

The Northumberland Hospice Care Centre will be a free-standing building that will provide hospice palliative care services in our area, both for the short and long-term and across the continuum of care. The NHCC will accommodate six beds, as part of a 15,000-square foot new construction in Phase One with the potential to add an additional four beds when appropriate. In addition, the hospice will build upon the continuing development of 'Hospice as Hubs' model of care, a centre for excellence in hospice palliative care, grief and bereavement support. A model where individuals with a life limiting illness, their caregivers and families, are supported through life transitions; a go-to destination for all hospice palliative care services in Northumberland County.

-30-

For additional information, contact:

Trish Baird, Executive Director, Community Care Northumberland
1-866-514-5774 | t.baird@commcare.ca