

PRESS RELEASE
For immediate distribution

New Visual Concept for the 12th Annual Northern Star Campaign!

Caraquet, November 17, 2016 – In collaboration with UNI Financial Cooperation, the foundations of the hospitals in Northern New Brunswick launched the Northern Star Campaign with a new visual concept. Each mini-Christmas tree represents a colour of UNI Financial Cooperation's logo. The tree represents the road to better health care in the region and the tree lights light the way.

"The new visual concept truly reflects our partnership with UNI Financial Cooperation. This partnership with the foundations of the hospitals in Northern New Brunswick shows that the Northern Star Campaign is a community project that brings people together and raises awareness of our hospitals' urgent needs. A total of \$745,000 has been invested in our respective hospitals since the first Annual Northern Star Campaign. For more information or to make a donation, people can go to their UNI Financial Cooperation point of service or visit www.etoilenord.ca," said Bernard Thériault, Northern Star Campaign Chair for the Fondation Hôpital de l'Enfant-Jésus.

"The employees of UNI Financial Cooperation are very proud to be part of this activity. The Northern Star Campaign is an important activity for us, as 100% of funds raised remains in our communities and is used to support our health care facilities. People are invited to purchase a mini-Christmas tree at their UNI Financial Cooperation participating point of service to support their local hospital," stated Hermel Chiasson, representative of UNI Financial Cooperation.

"Like many of you, I needed the services provided at my hospital. This is why I encourage you to support the Northern Star Campaign. We should all support our foundation, which is working hard to put in place equipment that will improve screening and frontline care at our hospital. Your contribution will help to support health professionals so they can offer better health care in our facilities," added Mike Doiron.

In addition, the lighting of dedicated Christmas trees, holiday-themed figures, and community fir trees near the hospitals will take place on December 1st. People are invited to participate and show their support.

The Northern Star Campaign is an activity held as part of the annual fundraising campaigns of participating foundations. 100% of the funds raised during the activity will go to the foundations so they can meet the needs of our facilities.



Caption of the photo :

Mr. Clifford Robichaud, Northern Star Campaign Chair, Fondation Les Amis de l’Hôpital de Tracadie, Mrs. Sylvie Bourgoïn, Chairperson of the Fondation Dr Romaric Boulay, Mrs. Chantal Mallet, Northern Star Campaign Chair, Chaleur Regional Hospital Foundation, Mr. Hermel Chiasson, representative of UNI Coopération financière, Mr. Michel (Mike) Doiron, Chairman of the Friends of Healthcare Foundation, Mr. Bernard Thériault, Northern Star Campaign Chair, Fondation Hôpital de l’Enfant-Jésus

Absent on the photo:

Mr. Pierre Bellefleur, Chairman of the Foundation of the Friends of the Grand Falls General Hospital
 •Mrs. Marie-Jeanne Noël, Northern Star Campaign Chair, La Fondation de l’Hôpital de Lamèque

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