MEDIA RELEASE
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For Immediate Release

Rotary Club of Simcoe, Ensuring a Healthy Future for NGH

$20,000 Donation towards new Cystoscope

Simcoe, ON – It may not be the most pleasant experience, but cystoscopy is a procedure that is helping to save lives in our community. With help from The Rotary Club of Simcoe and their generous $20,000 donation, this program will continue to have a healthy future at Norfolk General Hospital and equip our health care team with the essential tools they need.

Typically, cystoscopy is recommended by a physician to examine the urinary tract in both male and female patients for a wide number of reasons. They may include blockages, kidney stones or unusual growths. A procedure will normally be diagnostic in nature however; some can include corrective surgery or provide a temporary solution before further investigation. With this donation, the hospital can purchase a new cystoscope for the Operating Room and continue to stay on pace with ongoing surgical demands using the most current technology available. On average, the Operating Room will perform 5-10 procedures a week involving the cystoscope and that number continues to rise.

Following up on conversations about ‘urgent needs’ in the Operating Room, Mike Cobb, Simcoe Rotarian and Vice Chair, Norfolk Community Concerns Committee, invited Mary McKenzie, past Director of Peri-Operative and Ambulatory Care Services at NGH to speak with the Rotary Club of Simcoe. Mary gave a compelling presentation, providing examples of some of the hospital’s greatest equipment needs. The cystoscope was an item of equipment the club felt they could work towards heightening awareness and fully support with their fundraising efforts. “All of us will need our hospital someday. We realize in a way, this is our responsibility to do this. We are a service club and giving back to our community is what we’re all about,” said John Cruickshank, Simcoe Rotary President.

The Rotary Club of Simcoe, a strong community group of 50 dedicated members, has shared a long tradition of reaching out to Norfolk General Hospital. As one of the original contributors of the hospital, they helped raise a significant amount of money to provide the original sunroom and elevator in the hospital in 1925. Since then, The Rotary Club of
Simcoe has remained generous supporters, contributing more than $130,000 since 1999 to various hospital fundraising initiatives. “We are so very grateful of the Rotary Club of Simcoe’s commitment to helping our hospital achieve quality health care for our community,” said Bill Lewis, President and C.E.O. “The work that you do is our truly commended.”

To achieve fundraising success, The Rotary Club of Simcoe generates funds through corporate donations and high profile community events. The Simcoe Rotary Friendship Festival and Parade is held every holiday long weekend in August, and has become the Club’s signature event, helping to raise the profile of tourism in Norfolk County. The Annual Rotary Golf Tournament held at the Greens at Renton each May, helps launch the golf season, (this year alone, $20,000 was raised.) And, it wouldn’t be the holidays without the traditional Rotary Christmas House Tour, offering our community a unique glimpse inside the doors of some of Norfolk’s most historical homes during the holiday season.

To learn more about Norfolk General Hospital’s greatest needs or the Lend a Hand Campaign, please contact the Norfolk General Hospital Foundation at 519-426-0130 Ext.2456 or visit our website at www.ngh.on.ca. Thank you for your generosity!

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