



FOR IMMEDIATE RELEASE

More than 40 Bayshore Home Health offices across Canada to walk in Hike for Hospice Palliative Care

Mississauga, Ont., April 24, 2009 – Staff from more than 40 Bayshore Home Health offices across the country will join thousands of Canadians on May 3 in the seventh annual Hike for Hospice Palliative Care.

“The Hike enables us to support hospice care in the community, which is a cause that’s close to our hearts. Many of our staff have witnessed the benefits of hospice care at either a professional or personal level,” says Holly Quinn, Director of Clinical Programs for Bayshore Home Health. “The Hike allows us to give back to the communities we serve and raise much-needed dollars for local hospices.”

The Hike takes place at more than 100 sites and is organized by the Canadian Hospice Palliative Care Association. It marks the start of National Hospice Palliative Care Week (May 3-9). Last year’s Hike raised more than \$1-million for local hospice palliative care.

“Delivering palliative care is a major part of what we do. Many of our staff look forward each year to participate in the Hike and appreciate that funds raised stay in their local communities,” says Mike Kronic, Bayshore Home Health’s Director of Marketing. “The Hike and our partnership with the Canadian Hospice Palliative Care Association are a great fit for us.”

This is the fourth year that Bayshore Home Health has been a major corporate sponsor of the Hike and had its national network of branches participate in the event.

While most Bayshore Home Health branches participate in the Hike by teaming up with a local hospice, others conduct various fundraising efforts throughout the year, such as golf tournaments, guest speaker conferences, book and bake sales, dances and fashion shows. Altogether, Bayshore Home Health’s employees raised more than \$120,000 through last year’s Hike and related activities.

The main goals of the Hike are to raise funds for hospice palliative care at the community level, raise awareness of the many issues related to hospice palliative care and recognize the phenomenal work done by volunteers and professionals in the field.

According to Statistics Canada, more than 259,000 Canadians die each year, and that number is projected to increase by 33% by 2020. Currently, the Canadian Hospice Palliative Care Association estimates that only 25% of those who need it will have access to hospice palliative care. The association is working toward ensuring that more Canadians, especially in our own community, receive the end-of-life care they wish for.

About Bayshore Home Health

Bayshore Home Health has been enhancing the quality of life, dignity and independence of Canadians in their homes since 1966. Canadian owned and operated, it is the country's largest provider of home and community health care services, with more than 40 home care offices, 20 community care clinics and 8,000 employees. Its core services are in-home nursing, personal care and home support – which can be purchased directly by individuals and also accessed through government care programs, personal and group insurance plans and workplace safety insurance. Its caregivers deliver more than 5.2 million hours of home care annually to over 57,000 clients. It also provides nurse/caregiver staffing services, health education programs and treatments in its dialysis centres. Its subsidiary, Bayshore Specialty Rx, offers infusion pharmacy, infusion clinic and pharmaceutical support services to a variety of health care and pharmaceutical organizations.

– 30 –

For more information, please contact:

Holly Quinn
National Director of Clinical Programs
Bayshore Home Health
Phone: 905-822-8075 / 1-800-668-9490
Email: hquinn@bayshore.ca

Mike Krunic
Director of Marketing
Bayshore Home Health
Phone: 905-822-8075 / 1-800-668-9490
Email: mkrunic@bayshore.ca

www.bayshore.ca