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FOR IMMEDIATE RELEASE

2009 FESTIVAL OF TREES RAISES \$210,000 FOR LOCAL HEALTH CARE

PETERBOROUGH, ON – The 19th annual Peterborough Festival of Trees raised a total of \$210,000 in support of local health care initiatives, 2009 Festival of Trees President Joan Hogan announced last night.

Proclaiming the 2009 Festival a huge success, Hogan made the announcement at a thank you party held at The Atrium at Princess Gardens in honour of the Festival's more than 1,500 volunteers. The party was hosted by the Festival's three beneficiaries; the Greater Peterborough Health Services Foundation (formerly the St. Joseph's Care Foundation), Hospice Peterborough and the Peterborough Regional Health Centre Foundation.

The \$210,000 raised at the 2009 Festival brings the ongoing total to an impressive \$4.8 million over 19 years. Organizers estimate that at least 18,000 people visited Festival of Trees over the course of the November 24-29 event held at the Peterborough Memorial Centre, and the two pre-events held earlier in the month.

"We're thrilled with our numbers this year," said Hogan. "Our general admission numbers were up which contributed to the sale of raffle tickets, a main source of revenue for the Festival. Special event attendance was also strong, including two sell-out events; Family Night and Heritage Breakfast."

Echoing the sentiments of the beneficiaries, Hogan credited the success of the event to the Festival's many volunteers, and the generosity of both event sponsors and the community.

"For the past 19 years, Festival of Trees has kicked off the holiday season for residents of Peterborough and beyond but it takes hundreds of volunteers thousands of hours to put on this event," said Hogan. "It simply wouldn't be possible without both their support, and the essential contribution of our many sponsors and donors."

The Greater Peterborough Health Services Foundation, Hospice Peterborough and the Peterborough Regional Health Centre Foundation will each receive \$70,000 this year. Proceeds from the 2009 event will continue to support local health care initiatives, focussing on acute, long-term and palliative care. ***(For more information on how the funds will be used, please see the attached backgrounder.)***

The evening also included the introduction of Norm Smith as the incoming 2010 President of Festival of Trees. Smith retired to Peterborough with his wife Jackie eight years ago after a 30 year career with the CBC and currently operates a bed and breakfast. Smith became involved with the Festival as a volunteer in 2001 before joining the Festival of Trees Board of Directors and Operational Executive Committee as Treasurer in 2007. In 2009, he assumed the duties of Executive Vice President.

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For more information on how the funds will be used, please see the attached backgrounder.