



MEDIA RELEASE

FOR IMMEDIATE RELEASE: Monday August 15th, 2022

Hospice Launches 20th Annual Face To Face Campaign, and Announces New Program in Partnership With Essex-Windsor EMS

WINDSOR, ONTARIO – Face to Face Campaign founder John Fairley, as well as our Honorary Co-Chairs Jamie Henderson and Dr. Gary Ing were pleased to announce the launch of the 20th annual Hospice Face to Face Campaign during a special celebration at Hospice on Monday August 15th 2022. This year's campaign will continue to raise funds in support of Hospice's Fairley Family Transportation Program, which provides rides to medical appointment for Hospice clients. In addition, the campaign will also support a new initiative, beginning this fall.

In partnership with Essex-Windsor EMS, Hospice announced an innovative new program that the Face to Face Campaign will also support The G.E.N.I.E. Program (*Granting Exceptional N' Impactful Experiences*). The G.E.N.I.E. Program will offer the opportunity for patients receiving Hospice care, whether in Hospice Residences or in their own home, to request special trips or outings.

"Thanks to our partners at the County of Essex and Essex-Windsor EMS, we will be able to provide safe and accessible rides to patients who want to attend one last family reunion, spend a few hours at a local park, or even visit their family home one last time – creating a memorable experience for them and their loved ones," said Nancy Brockenshire, Hospice Executive Director. "All Hospice programs and services are offered at no cost to patients and families – including this one – making donations all the more impactful and important."

More than 40 paramedics and support staff with Essex-Windsor EMS have signed on to form a volunteer hospice transportation team to help palliative patients travel anywhere in the region as part of the G.E.N.I.E. Program.

"Our team was thrilled to champion this donation," said Essex-Windsor EMS Chief Bruce Krauter. "Our paramedics and staff look forward to volunteering their time to drive this vehicle, and are honoured to help to provide these experiences."

"This is an exciting addition to the Fairley Family Transportation Program and we look forward to supporting it through the 20th Annual Face to Face Campaign and beyond," said John Fairley, Campaign Founder.

The 2022 Face to Face campaign will operate similar to previous years, with canvassers able to collect donations both online (www.thehospice.ca) and in person. Community members can show their support by pledging a specific canvasser, or supporting the cause as a whole, also either online or in person. To access the Face to Face canvasser kit, or for more information visit: www.thehospice.ca. The Face to Face campaign runs from August 15 to September 30, 2022.

For more information please contact:

Katharen Bortolin

Director, Community Engagement and Advancement
The Hospice of Windsor and Essex County
519.995.8609 kbortolin@thehospice.ca

John Fairley

Face to Face Campaign Founder
519.819.4882
jfairley@stclaircollege.ca