



FOR IMMEDIATE RELEASE

## Holiday Card Campaign Brightens Spirits for 5th Year in a Row

### Northwood Looking for Donations of Cards for Residents



**HALIFAX, N.S. / December 4, 2017** – Holiday cards are flooding in from across the region as Northwood gears up for its 5<sup>th</sup> Annual Holiday Card Campaign.

Each resident living in the Northwood community will receive a hand-made or store bought card with a warm wish just for them. Throughout the month of December, volunteers, staff and their families will be hand-delivering cards to residents. A small gesture that has a huge impact on those living in long term care at Northwood. For the first time since the campaign started in 2013, Northwood home care clients will also be receiving a card in the mail.

This campaign is a partnership between the Northwood Foundation, Jack 92.9 and Sleep Country Canada. It started five years ago when Jack 92.9 approached The Northwood Foundation with the idea and since then, the campaign has grown in size year after year. “We receive thousands of cards each year from elementary schools, preschools and

community groups,” says Faye LeBlanc, Managing Director for The Northwood Foundation. “We are so fortunate to have the support of Jack 92.9 and Sleep Country Canada to help spread the word and encourage the community to get involved and make a real impact on someone’s holiday season.”

Cards can be filled out and dropped off up until December 10<sup>th</sup> at the Northwood Halifax Campus, Northwood Bedford Campus, or the corporate offices in Dartmouth as well as any Sleep Country Canada location across HRM and the Jack 92.9 offices in Halifax.

Donations of gift bags, tissue paper, body wash/lotion (unscented) and chocolate treats are also being accepted to give to our residents so they have a special gift to open on Christmas morning.

Opportunity for Photos/Video: Cards will be distributed at the Northwood Halifax Campus in the morning on December 21, 2017. If you are interested in attending, call Ashley Gallant for more details. See contact information below.

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*About Northwood*

Since 1962, we have led the way as Nova Scotia's most dynamic continuing care organization committed to innovation and change. We are the largest not-for-profit continuing care organization in Atlantic Canada and are recognized both here at home and across Canada as an extraordinary example of the power of social justice, but we like to call it the power of love! When life changes, and society changes, Northwood leads the way, incorporating revolutionary designed, responsive care. From new ideas to new technologies, we are empowered to do this, because our focus is on people, not on profit margins.

For further information please contact:

Ashley Gallant

Communications Specialist

Northwood

902.454.3377

[ashley.gallant@nwood.ns.ca](mailto:ashley.gallant@nwood.ns.ca)