



FOR IMMEDIATE RELEASE

Holiday Card Campaign Brightens Spirits for 6th Year in a Row



Holiday Card Donations for Northwood Community Members.

HALIFAX, N.S. / December 20, 2018 – Holiday cards are flooding in from across the region as Northwood gears up for its 6th 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 second year in a row 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 six 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 have been dropped off at the Northwood Halifax Campus, Northwood Bedford Campus, and the corporate offices in Dartmouth as well as 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 have also been 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, 2018. If you are interested in attending, call Stephanie McDougall 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.

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