



FOR IMMEDIATE RELEASE

IMP Group & CAN-med Healthcare Announced as Presenting Sponsors of Annual Fundraising Gala

HALIFAX, N.S. / April 24, 2018 – The Northwood Foundation is proud to have IMP Group and CAN-med Healthcare onboard as the presenting sponsors of the 20th annual Live More Awards being held on May 4th, 2018.



“To have the support and backing from companies like IMP Group and CAN-med Healthcare means that what we are doing at Northwood is being championed by the business community in Nova Scotia,” says Faye LeBlanc, Managing Director of the Northwood Foundation. “We know we are making a difference in the lives of our community members by raising funds for programs and initiatives that improve quality of life and help people *live more*, but to hear that echoed by companies like IMP Group and CAN-med Healthcare means our message is truly resonating.”

The Live More Awards will honour philanthropists Ken and Dorothy Rowe. The Rowes will be celebrated for their lifelong practice of giving back and their contributions to the community as they receive the 2018 Hedley G. Ivany Live More Award. Ken and Dorothy Rowe are well known for supporting organizations throughout the community including Dalhousie University, the Red Cross, the Mental Health Foundation of Nova Scotia and local hospitals.

Over the last two decades, the fundraising gala has helped to raise funds for initiatives including Kaye’s Place -- a state-of-the-art memories center, The Marjorie Lindsay Centre – mental wellness programming, The Pauline Potter Fitness Center – North America’s first dementia-Friendly fitness centre and the William E. Frank Live More Park and Community Garden.

Tickets for the Live More Awards can be purchased online at www.northwoodfoundation.ca or by calling 902-493-3015.

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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. 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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