

Hospital campaign gets publicity boost; Sun Media donates \$400,000 of in-house advertising space to 'Together We Can' drive

Posted 7 days ago

Sun Media is doing its part for the local community.

The company, which publishes the Kingston Whig-Standard, Kingston This Week and Kingston Life, will donate \$400,000 of in-kind advertising space to University Hospitals Kingston Foundation over its three-year Together We Can campaign.

The donation will cover advertising costs in Sun Media's eastern region publications for the duration of the campaign, which will begin June 11.

The foundation was created in 2005 and is responsible for raising money on behalf of Hotel Dieu and Kingston General hospitals and Providence Care.

Ron Laurin, publisher and general manager of the Kingston Whig-Standard and senior group publisher for Osprey/Sun Media's eastern region, said advertising is crucial in order to keep the foundation's campaign running.

"I thought it was important for the hospitals to get the message out and that's certainly a role we can play," he said. "It's a long campaign ... we need to remind donors, we need to continue to communicate with our community there's more to be done."

The campaign will raise money for the redevelopment of the three hospitals.

Laurin, who has only lived in Kingston for 18 months, said campaigns such as this are vital in keeping important structures open and available.

"It's key that we have facilities to serve not only the Kingston community, but the regional community."

When Laurin lived and worked in Barrie, he was part of a similar fund-raising initiative for the Royal Victoria Hospital.

John Suart, the local foundation's marketing and communications manager, said Sun Media's donation will go a long way in spreading the word about their fundraising campaign.

"It'll help us reach the various people around Kingston and the surrounding area," he said.

Although Suart wouldn't divulge the campaign's fundraising goal, he did say it will be for tens of millions of dollars.

The money will go toward providing KGH with an expanded cancer centre, more intensive-care and surgical beds, an expanded dialysis program, a new home for the pediatric inpatient unit, a new mental health inpatient unit and expanded surgical support services.

Money will also be provided to Hotel Dieu Hospital to create a 36,000- square-foot addition for specialty outpatients and to build two new elevators. Providence Care hopes to build a new hospital to replace St. Mary's of the Lake and Mental Health Services.

Suart said in order to accomplish all of the foundation's goals, educating the public about the campaign and its objectives is crucial.

"We've got a big task ahead of us to spread the word."

ahickman@thewhig.com`

