

Media Release

105.5 Moose FM joins Huntsville Hospital Foundation's Business Cares Program

Thursday January 25, 2024 Huntsville Ontario: 105.5 Moose FM is proud to announce they are the most recent partner to join the Huntsville Hospital Foundation's Business Cares Program. Their commitment is an investment in our community which will help improve healthcare for all residents and ensure a thriving future for Huntsville Hospital.

105.5 Moose is owned and operated by Vista Radio, a Canadian Broadcasting company. They operate stations in British Columbia, Northwest Territories, Alberta, and Ontario. With more than 200 employees, their team is passionately dedicated to their communities and are committed to generating exceptional local radio. Locally, they are the host of the annual 105.5 Moose FM Radiothon, which is a favorite hospital fundraising event in our community. The Radiothon takes place the Friday of the Thanksgiving long weekend in October and has successfully raised \$652,278 since 2016.

Jenny Faulkner, Regional Cluster Manager at Vista Radio told the foundation, "We are proud to raise funds for our local hospital through our annual Thanksgiving Radiothon. Our listeners and clients have shown tremendous support for our beautiful community, and we are grateful for their generosity. The passion of our radio team on this day is truly inspiring, and we look forward to continuing this tradition for years to come."

Katherine Craine, CEO at the Foundation explained, "The annual Moose FM radiothon is a favourite for us, it's just great working beside the Moose FM team and the wonderful feeling that we get from their dedication and passion is contagious! The community's encouragement and response to the Radiothon – their stories, visits and generosity make the day just perfect! Thank you to our Moose family!"

Huntsville Hospital Foundation in partnership with their Business Cares Committee officially launched their "Business Cares" initiative in January 2016 with the goal of enrolling forty businesses in the community. They are very happy to report that they have surpassed their goal, with over 60 partners supporting the program. Their plan is to continue with this successful initiative, as they have many businesses expressing interest in joining the Business Cares community.

Since its inception, over \$2M had been raised, with partners committed to donating \$25,000 or more over the next five years for Healthcare for life, here. Many of these partners have completed their first pledge and have signed up for another 5 year pledge. The idea is simple, it generates consistent, dependable funding for the hospital every year. Business Cares has created a like-minded community of business owners who value the role Huntsville Hospital plays in their future.

Pat Dubé, Committee Chair, is joined by Committee Members Chantelle Armstrong, Katherine Craine, Mike Harrower, and Trish Kruusmagi who are very active in pursuing new Business Cares Partners, and exploring more, much needed support for Huntsville Hospital.

Pat Dubé sends this message: "The ability of a community to invest in its own health and future for our neighbours, our families and everyone who visits here is evident in the support of local business leaders. I'm sure you share my profound gratitude to them all. We're great when we work together – that's Business Cares."

Huntsville Hospital Foundation is a fundraising organization dedicated to improving healthcare services for residents of Muskoka and East Parry Sound. A registered charity since 1984, its mandate is to provide ongoing

capital and education resources for Huntsville District Memorial Hospital. This will ensure our hospital and medical professionals have the technology and equipment they require to provide exceptional care. Find out more about the Foundation by visiting www.huntsvillehospitalfoundation.ca

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For more information or to arrange an interview, please contact: Katherine Craine – CEO, Huntsville Hospital Foundation, (705) 789-2311 ext. 2492, Katherine.craine@mahc.ca

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Pictured from Left:

Erik Anderson/Producer, Moe Kelso/ Account Executive, Nick Da Silva/Writer, Brock Cunningham/Morning Show Host, Tyler Mathieson/Afternoon Show Host.

