



## **MEDIA RELEASE**

Date: October 21, 2020

### **Ladies Christmas Gala Pivots to Gala 2.0 – Home for the Holidays**

Never underestimate what a small team of determined women can do! The Sisters for Life team has been fundraising to fight cancer since 2013. For the second year in a row, the WDMH Foundation is grateful to be one of the beneficiaries – with funds directed to the purchase of a new digital mammography machine. Other recipients include the Canadian Cancer Society and Dr. John Bell’s cancer research team at The Ottawa Hospital Research Institute.

To date, the Sisters for Life team has raised a grand total of \$131,632.38. Last year, they presented a cheque for more than \$13,000 to the WDMH Foundation. And they are not done yet!

This year, COVID-19 has forced the team to change their plans, moving from the Ladies Christmas Gala, normally held each year in November in Finch, to Gala 2.0 - Home for the Holidays. This virtual event will be hosted between November 15<sup>th</sup> and 20<sup>th</sup> on Facebook and the grand finale will be live on Facebook, thanks to Nation Valley News and Storm Internet. It will include a ‘tealight service’ honouring loved ones who are fighting or have fought cancer.

“Guests can continue the Gala tradition from the comfort of their own homes,” explains organizer Maureen Robertson. “They will connect with a wonderful community of cancer fighters; learn about leading edge research; and try their luck at contests, an online auction, and a chance to win an \$800 Gift basket filled with treasures – all for a minimum donation of \$20 (tax receipt provided).”

Plus, a one-of-a-kind opportunity has been added to this year’s event. A generous donor pledged to match all funds raised for the WDMH Foundation before she passed away. Her family is following through with her wishes, resulting in a chance to double the impact of every gift.

“We are grateful to Sisters of Life and the generous donor who is doubling the impact,” adds Managing Director Kristen Casselman. “It’s going to be a great few days of binge-watching!”

To get involved, visit <https://www.facebook.com/groups/438918486242509>



Cutline: The Sisters for Life team has many reasons for being involved. They are: Joy Krol, Monique Rutley, Susan Casselman, Angie Beehler, Kim Casselman, Meghan-Tia Robertson, Kaitlyn Beehler, Natalie Dawson, and Maureen Robertson.

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