

Video seeks to redefine image of hospice

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(click the video box above)

The Stedman Community Hospice wants to redefine your impression of a hospice.

The St. Joseph's Lifecare Foundation, in the midst of a \$5-million fundraising campaign to build a new hospice in Brantford, is promoting the release of a new video about hospices. The idea is to show how hospices are a place of hope.

"People have such a misconception of what hospice is all about," St. Joseph's Lifecare Foundation CEO Olga Consorti said in a news release.

"Many mistakenly believe that it's a sad and hopeless place where people just go to die. That couldn't be further from the truth and anyone who has ever been involved with a hospice will tell you otherwise.

"Our goal is to capture a very moving and powerful message of hope through lessons we have learned from the many patients and families whom we have had the privilege to serve at the hospice."

The three-minute, 27-second video includes photographs of hospice residents and their families, as well as supporters, such as NHL player Adam Henrique, singer Terri Clark and Walter Gretzky, Brantford's lord mayor and Canada's hockey dad, with signs indicating what hospice means to them.

The video can be viewed by clicking this article on The Expositor's website or through the Stedman Community Hospice fan page on Facebook.