



## MEDIA RELEASE

### FOR IMMEDIATE RELEASE

#### **Scotiabank is Building a 'Bridge to Recovery' with \$300,000 gift to St. Joe's**

**Thursday, September 20, 2012 – (HAMILTON, ON)** - Representatives from the Hamilton-Niagara offices and branches of Scotiabank were onsite at St. Joseph's Healthcare Hamilton's West 5<sup>th</sup> Campus to announce a new \$300,000 gift to support the Hospital's Timeless Care, Tomorrow's Discoveries Campaign. This is the second corporate donation from the Scotiabank Bright Future philanthropic program to charities in Hamilton in as many weeks: On September 6, Scotiabank donated \$350,000 to St. Joseph's neighbour, Mohawk College.

As one of its three campaign priorities, St. Joe's is constructing an 800,000 square-foot building that will become the new home for its regional mental health and addictions program, as well as housing medical clinics and diagnostic imaging services for the surrounding communities. In a visionary movement to eradicate the stigma surrounding mental illness, St. Joe's is blending medical care and mental health services in one brand new centre that embodies the belief that mental illness is just that, an illness, like any other.

"All of us at Scotiabank are so inspired by the way that St. Joseph's is changing the landscape of mental health care in our region...physically through this new building, and metaphorically through their visionary approach to eradicate stigma," said Shawn Goddard, District Vice President of Hamilton and Niagara District for Scotiabank. "Through our Bright Future philanthropic program we are pleased to support the Hospital that serves more than two million people in the region we live and work in. Healthcare is an important pillar of our giving program and we are hopeful that our gift will enhance the lives and the care of people living with mental illness."

In recognition of the Bank's generous donation, St. Joe's is proud to name the **Scotiabank Bridge to Recovery Area**. The Bridge to Recovery Program offers time-limited, intensive programming for clients recently discharged from hospital or who have presented in St. Joe's emergency psychiatry service. Clients served may be living with depression, bipolar disorder, anxiety or borderline personality disorder. This collaborative mental health care is provided by a team of nurses and physicians, a social worker, an occupational therapist, recreational therapist, a peer support worker and administrative support staff. The cognitive behavioural therapy and dialectical behavioural therapy based group programming helps people to deal more effectively with their illness. Our comprehensive programming encourages healthy occupational and recreational goals, while Peer Support programming promotes individual recovery and community engagement. Through learning new coping strategies and skills, clients are able to work towards recovery goals while transitioning successfully back into the community.

Dr. Joseph Ferencz, Interim Chief of Psychiatry at St. Joseph's, offered his own thanks to Scotiabank at today's announcement. "The Bridge to Recovery Program is an essential piece of our recovery-focused treatment model at St. Joseph's. It is the bridge that helps to guide our clients from intensive treatment towards individualized recovery goals. We're honoured to associate the Scotiabank name with the area of our new building that will house this inspiring program," he said.

"Gifts like the one we are celebrating today from Scotiabank are evidence that the tide is turning where mental health care is concerned. No longer is this an area of medicine that people shy away from talking about, or philanthropically supporting. It is now an area that leading organizations and financial institutions are proud to place their support squarely behind, and we're honoured that Scotiabank selected our organization, and our leading mental health and addictions program, as the grateful recipients of their generous donation," concluded Sera Filice-Armenio, the President & CEO of St. Joseph's Healthcare Foundation.

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**About Scotiabank Bright Future:** Scotiabank is committed to supporting the communities in which we live and work, both in Canada and abroad, through our global philanthropic program, Scotiabank Bright Future. Recognized as a leader internationally and among Canadian corporations for our charitable donations and philanthropic activities, Scotiabank has provided on average approximately \$45 million annually to community causes around the world over each of the last five years. Visit us at [www.scotiabank.com](http://www.scotiabank.com).

**About St. Joseph's Healthcare Hamilton & Foundation:** St. Joseph's Healthcare Hamilton is an acute care, teaching and research hospital consisting of three campuses: the Charlton Campus in downtown Hamilton, the King Campus in the east end of Hamilton, and the West 5<sup>th</sup> Campus on the West Mountain. Since 1890, St. Joseph's Healthcare Hamilton has cared for the community in a spirit of compassion, innovation, and commitment, a drive that has nurtured the growth of the organization into a multi-site, regional, tertiary, academic health science centre. For more information, visit [www.stjoes.ca](http://www.stjoes.ca). St. Joseph's Healthcare Foundation is the fundraising arm of the hospital. We work with individuals, corporations and foundations who are interested in supporting the hospital that has been caring for this region for more than 120 years. To learn more about St. Joseph's Healthcare Foundation, and the priorities of the Timeless Care, Tomorrow's Discoveries Campaign visit [www.stjoesfoundation.ca](http://www.stjoesfoundation.ca).

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