

PRESS RELEASE
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The Sackville Memorial Hospital Foundation Unveils New Brand and On-Line Giving

The Sackville Memorial Hospital Foundation has had a facelift. The new slogan *Our Hospital. Our Health Care* represents a powerful message of the importance of our local hospital and the Foundation's mission to raise funds and administer its resources to preserve, maintain, and enhance the quality of healthcare in the Tantramar region. The new brand, slogan and logo was recently unveiled and will soon appear on all marketing material for the Foundation including a complete re-skinning of the Foundation website and a refreshing new look for its newsletter, campaign material and other recognition pieces.

Foundation Chair Andy Marr says, "The Foundation's new image encompasses the color green which signifies life, growth, renewal and health, while the leaves symbolize Sackville's wetlands and proximity to the marshes."

"Although our new brand is indicative of so much more than a new logo, it doesn't change who we are as a Foundation," says Marr.

The rebranding project was done by Sackville residents Francois Giroux and Chris Farella, who have 35 years of combined creative experience. Giroux and Farella's goal was to give the Foundation an identity that's meaningful and ownable while standing out among other charitable brands.

“We are so thankful for the time these two local residents put into this effort. Their initiative gives the organization a truly unique identity infused with new energy. It speaks directly to the Foundation’s strategic plan which is to improve the quality of life in the region,” says Marr.

A new brand is not the only exciting Foundation initiative. **Beginning on March 14th**, the Foundation will be offering a safe, secure and convenient way to donate with its new on-line giving feature. The SMH Foundation has donors from around the province and across the country. This new on-line feature, accessed through www.smhf.ca, allows our supporters to make a general donation or to pay tribute to a loved one by making a donation and supporting the hospital at the same time.

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