



## FOR IMMEDIATE RELEASE

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### **SMH Foundation announces SMH Regional Cancer Center Brick Campaign**

(Slidell, La.—June 14, 2010)—Slidell Memorial Hospital Foundation announces a new fundraising campaign aimed at garnering community involvement in the new SMH Regional Cancer Center, currently under construction. The SMH Regional Cancer Center Brick Campaign allows the public to purchase a 4” x 8” brick paver to be placed in the Center’s Healing and Reflection Garden.

With each \$50 donation, donors will be able to personalize a paver with up to three lines of text to honor a loved one or to list their names as contributors to the brick campaign. All orders must be received by June 30, 2010.

Donors can give individually or organize several coworkers or family members to donate as a group. The SMH Regional Cancer Center is scheduled to be completed in December 2010, and all of the brick pavers will be placed in the Reflection and Healing Garden.

“Our Regional Cancer Center will be the best in the region once it opens for patients, and your contribution will be used to build more than bricks and mortar. It’ll be used to build the future of cancer care in St. Tammany Parish,” said SMH Foundation Director Aimee Smallwood.

Please visit [smhfdn.org](http://smhfdn.org) or call (985) 649-8820 for more information on the Brick Campaign.

Funds raised will support the Funds for Excellence campaign for the SMH Regional Cancer Center to provide continued financial support to the keep equipment state-of-the-art and services as current as possible. The SMH Regional Cancer Center will begin serving patients in early 2011.

SMH Foundation is a private non-profit 501c3 that works to provide funding for programs of Slidell Memorial Hospital, including the Parenting Center, Cancer Center, Employee Benevolence Fund and equipment upgrades at the hospital.

The Slidell Memorial Hospital Foundation Board of Trustees is comprised of Brian Kennel, President; State Rep. Kevin Pearson, Vice President; David Brignac, Treasurer; and trustees Kenneth Burkhalter, Ed Dennis, Karen Deogracias, Dan Ferrari, Dr. Matt McElveen, David G. Mannella, Vera O’Brien and Al Thonn.

### **ABOUT SMH**

Slidell Memorial Hospital is a full-service 182-bed acute care not-for-profit community hospital located at 1001 Gause Blvd., in the heart of Slidell. Founded in 1959, SMH serves as a primary healthcare resource for families in St. Tammany Parish, La.; Pearl River County, Miss.; and the greater Mississippi Gulf Coast region. SMH has received the **Platinum Level 2009 Louisiana Hospital Quality Award**, presented by

eQHealth Solutions, the Medicare Quality Improvement Organization for Louisiana. It is located online at <http://www.slidellmemorial.org>.

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