



PRESS RELEASE

For Immediate Release- March 25, 2011

“The Lloydminster Region Health Foundation’s Lucky Lloyd Lotto Helps Care for Our Precious Little Ones!”

Lloydminster AB/SK- The Lloydminster Region Health Foundation (LRHF) announces the launch of the 2011 “Lucky Lloyd Lotto” today. This year, **“CASH IS BACK”**, with over 200 Tax-Free Cash Prizes up for grabs, including the Grand Prize of a cool, quarter-million dollars. That’s \$250,000 tax-free cash!

Proceeds from the 2011 Lucky Lloyd Lotto will be invested in the Maternity Department. ***With nearly 6,000 babies were born over the past seven years, this is one of the busiest departments in Lloydminster Hospital!*** Funds raised will purchase high-tech equipment, including a brand new *Centralized Fetal Monitoring System*. This system will allow each patient monitor to connect to the main screen at the Nursing Desk. In turn, the nurse will know what is happening with each mother, *all at the same time*. In our very busy Maternity Department, having high-tech equipment like this means time saved! This means better patient care for our new mothers and their precious little ones!

Tickets are \$50 each, 3 for \$100, or your best buy- 15 tickets for \$250. With only 5,650 ticket packages available, buy early and maximize your chances to win one of the fantastic cash prizes!

Since its inception in 2008, the **Lucky Lloyd Lotto** has raised nearly ***half a million dollars*** to support enhancements to Lloydminster Hospital. Every dollar raised has been invested back into our community, purchasing high-tech equipment for our Hospital. This equipment allows our doctors to provide better patient care, in a more timely fashion, close to home.

Richard Starke, Lucky Lloyd Lotto Chair, says, “Your support of the Lucky Lloyd Lotto is extremely valuable to our community. Proceeds from this year’s lotto will be invested back into our busy Maternity Department, helping care for our community’s newest members. Last year the Lotto completely **SOLD OUT** and we know we will sell out again in 2011. Thank you for your support.”

Getting tickets is so easy! Simply call toll free: 1-888-722-5743, or call the local number at 306-820-6295. Check out www.lrhf.ca for more details on how and where you can purchase your tickets right here in Lloydminster.

The Lucky Lloyd Lotto has returned, and this year, CASH IS BACK! The early bird deadline for ticket sales is Tuesday, May 31, 2011 at 11:00 p.m.

Media, to arrange for interviews, please contact:
Kristine Alexander
Development & Communications Officer
LRHF 306-820-6161



The Lloydminster Region Health Foundation (LRHF)

Enhancing health care to Impact Generations...

Established in 1983 as a charitable non-profit organization, the Lloydminster Region Health Foundation (LRHF) exists to raise funds to enhance health care in our community. The LRHF runs separately from the Prairie North Health Region administration and operates under the direction of a volunteer Board of Directors and dedicated professional development staff. All funds raised are invested in the Lloydminster Hospital, two long-term care facilities (Dr. Cooke Extended Care Centre (DCECC) and Jubilee Home), and Community Health Services including Home Care and Wellness Clinics for our seniors.

Since inception, \$13.7 Million has been raised by the Health Foundation and invested back into our community, \$8.3 in the past five years alone.

Caring for our Precious Little Ones

Proceeds from 2011 Lucky Lloyd Lotto will benefit our community's mothers and babies, through the purchase of a state-of-the-art *Centralized Fetal Monitoring System*. This system will allow each patient monitor to connect to the main screen at the Nursing Desk in the Maternity Department. This means that the nurses will know what is happening with each mother, *all at the same time*.



In our very busy Maternity Department, having high-tech equipment like this means time saved- which means better patient care for our new mothers and their precious little ones!

In addition to new equipment, comfort for new mothers and babies is of the utmost importance. Patient comfort upgrades will also be made to the Maternity Department. These improvements will make an immediate impact on the mothers, babies, and families using the Maternity Department.

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Kristine Alexander

Development & Communications Officer

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LUCKY LLOYD LOTTO FACT SHEET

About the Cause:

- 🎯 Lucky Lloyd Lotto is in its 4th Year of operation, supporting the work of the Lloydminster Region Health Foundation (LRHF)
- 🎯 Over the past 3 years, the Lucky Lloyd Lotto has raised almost \$500,000. This money has been invested in high-tech equipment for Lloydminster Hospital.
- 🎯 This year, funds raised will support the Maternity Department in Lloydminster Hospital. Did you know that almost 6,000 babies have been born in Lloydminster Hospital, over the past seven years alone?

Lottery Facts:

- 🎯 The Lucky Lloyd Lotto is back, and this year, our prize packages are all tax-free cash!
- 🎯 Did you know that the 2010 Lucky Lloyd Lotto **SOLD OUT** for the first time in LRHF history? Also, net proceeds from the 2010 Lotto were **record-breaking!**
- 🎯 The Grand Prize is a cool, quarter-million dollars. That's \$250,000 tax-free cash!
- 🎯 The Early Bird Prize is \$25,000, tax-free cash.
- 🎯 The Early Bird deadline is 11:00 p.m., on Tuesday, May 31, 2011
- 🎯 The Early Bird draw is on Wed, June 15, 2011 at 2:00 p.m. at the LRHF Office
- 🎯 The Final Draw deadline is 11:00 p.m., on Friday, June 17, 2011
- 🎯 The Final Draws will occur on Thursday, June 30, 2011 at 9:00 a.m. at the LRHF Office
- 🎯 Additional cash prizes include: 5 cash prizes of \$500 each, 20 cash prizes of \$250 each, and 175 cash prizes of \$100 each.

New this Year:

- 🎯 MORE **3 for \$100** Ticket packages!
- 🎯 MORE **15 for \$250** Ticket packages!

Prize Packages:

- 🎯 The Grand Prize is a cool, quarter-million dollars. That's \$250,000 tax-free cash!
- 🎯 The Early Bird Prize is \$25,000, tax-free cash.
- 🎯 Additional cash prizes include: 5 cash prizes of \$500 each, 20 cash prizes of \$250 each, and 175 cash prizes of \$100 each.

Where to get your tickets:

- 🎯 ATB Financial
- 🎯 Cliff Rose for Clothes
- 🎯 Home Hardware Building Centre
- 🎯 Lloyd Mall Lottery Ticket Centre
- 🎯 Lloydminster Animal Hospital
- 🎯 Lloydminster Hospital Gift Shop
- 🎯 Lloydminster Region Health Foundation Office (Above "The Sticks")
- 🎯 Servus Credit Union (18th Street Crossing and Atrium Centre, Downtown Branch)
- 🎯 Synergy Credit Union (29th Street and Downtown Branch)
- 🎯 Tunes Music & Audio

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