

MEDIA RELEASE

Blue Rodeo and Natalie MacMaster to Headline Benefit Concert in Support of Osler hospitals

Tickets and sponsorships still available for November 21 fundraising gala

October 30, 2015 BRAMPTON/ETOBICOKE– Popular country-rock band Blue Rodeo and celebrated Cape Breton fiddler Natalie MacMaster will perform live at Brampton’s Rose Theatre for a special concert in support of William Osler Health System’s (Osler) three hospitals.

Blue Rodeo, one of Canada's most beloved bands, and fiddle virtuoso Natalie MacMaster are teaming up to give audiences a musical journey they will not soon forget. Osler’s One Night★Two Shows★Three Hospitals Benefit Concert presented by William Osler Health System Foundation and DG Group will take place Saturday, November 21 at the Rose Theatre in Brampton. The show will feature traditional Cape Breton tunes from Natalie MacMaster followed a full concert by Blue Rodeo.

Proceeds from the gala will fund redevelopment projects at Etobicoke General Hospital and Peel Memorial Centre for Integrated Health and Wellness, as well as the latest technology and equipment for Brampton Civic Hospital.

Gala co-chairs Francesco Policaro of Northwest Lexus and Policaro Automotive Family, and Norma Jean Borley of StageWork Home Staging, promise this year’s benefit concert will be an extraordinary evening of great music featuring a high energy mix of traditional and contemporary tunes.

“Osler’s Fourth Annual One Night★Two Shows★Three Hospitals Benefit Concert will be legendary. It doesn’t get much better than having a chance to see Blue Rodeo and Natalie MacMaster perform,” said Norma Jean Borley, Gala co-chair. “These Juno Award-winning musicians will captivate the audience with their upbeat, energetic performances and it will be an exciting evening in support of a great cause.”

The black-tie-optional event begins with a cocktail reception at 6 p.m. at which guests will have the opportunity to bid on a brand new Lexus IS 250, generously donated by Northwest Lexus, as well as other incredible silent auction items.

Foundation offices at both hospitals have already sold more than 675 tickets. For more information or to book your tickets, call 905-494-6556, email gala@oslerfoundation.org or visit www.oslerfoundation.org.

ABOUT WILLIAM OSLER HEALTH SYSTEM AND OSLER FOUNDATION: William Osler Health System is a hospital system ‘Accredited with Exemplary Standing’ that serves 1.3 million residents of Brampton, Etobicoke, and surrounding communities within the Central West Local Health Integration Network. Osler’s emergency departments are among the busiest in Canada and its labour and delivery program is one of the largest in the province. William Osler Health System Foundation builds and fosters relationships in order to raise funds to support William Osler Health System’s capital, education and research priorities at Brampton Civic Hospital, Etobicoke General Hospital and the new Peel Memorial Centre for Integrated Health and Wellness.



ABOUT OSLER FOUNDATION'S BENEFIT CONCERT: Last year, more 600 donors, staff, supporters and friends of Osler filled the Rose Theatre in Brampton for an evening of entertainment headlined by Canadian superstars Chantal Kreviazuk and Tom Cochrane, and contributed to redevelopment projects across Osler's three sites – including the new Peel Memorial, the revitalization and renewal of Etobicoke General and ongoing equipment needs at Brampton Civic. The evening started on a high note with the announcement of a transformational gift: Phil King, President of Orlando Corporation, announced his organization's pledge to donate up to \$15 million to Osler hospitals as part of a unique matching challenge gift, the single largest matching gift ever made to a community hospital in Canada. The benefit concert raised more than \$709,000, including proceeds from the live auction of guitars autographed by Kreviazuk and Cochrane. Details and photos are online at www.oslerfoundation.org.

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